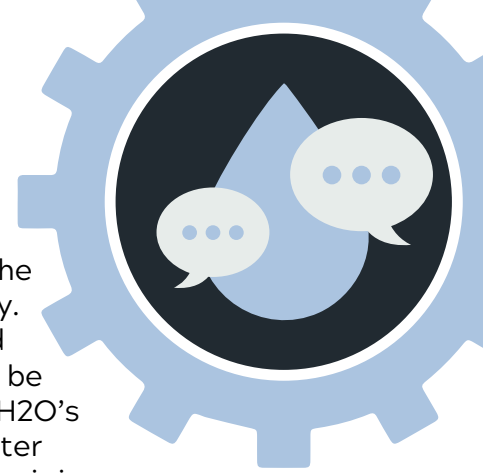


STRATCOMM: H2O

Program Speakers

The StratComm: H2O Speaker Lineup features top experts from some of the best Public Relations, Marketing and Communications firms in the country. The speakers' collective experience makes the StratComm knowledge and expertise base truly world class. The fact that this collective expertise will be focused specifically on the Clean Water Utility mission gives StratComm: H2O's slate of sessions "must-not-miss" status for all water utility managers, water sector communicators and water professionals seeking communications training.



HEADLINE SPEAKERS & FIRMS

LEVICK

Named a "Top 25 Firm in America" by *O'Dwyer's*, LEVICK is one of the world's leading crisis, strategic communications and public affairs firms. The firm is widely known for handling the highest-profile matters in the world, from the largest data breaches and the Boko Haram kidnappings, to Guantanamo Bay and multiple-issue campaigns; from the major food recalls of recent years to significant anti-corruption and white-collar matters. Companies and countries hire LEVICK to identify what's next; to anticipate decisive trends, and to develop and implement the strategies necessary to change minds and drive movements.



Richard S. Levick, Esq.

Chairman & CEO | LEVICK

Presentation Topic: Crisis Communications



As founder of award-winning firm LEVICK, and one of the industry's most important thought leaders, Richard Levick is a much-sought after speaker, a frequent guest on primetime news programs, and a columnist for several business blogs, including *Forbes*.

A powerful advocate for the strategic initiatives that companies must pursue in today's perilous environment, he regularly addresses corporate boards as well as industry and government leaders around the world, providing guidance on their most complex communications and reputation management challenges. He is featured in, and authors, countless articles, and is a frequent guest on prime time national and international television programs.

Mr. Levick has co-authored five books including, *The Communicators: Leadership in the Age of Crisis*; *Stop the Presses*; *The Crisis and Litigation PR Desk Reference*; *365 Marketing Meditations*; and *Lessons for Absent Children*.



Dan Rene

Senior VP | LEVICK

Presentation Topic: Branding and Messaging

Dan Rene has specialized in communications, advertising, grassroots, public affairs, and research for numerous corporate clients. He has protected the reputations of athletes, entertainers, politicians, non-profits organizations and multi-national corporations. Mr. Rene has also helped numerous individuals, associations, and corporations define and promote their personal and organiza-

tional brands via diverse media, including television and radio appearances, as well as media receptions and news conferences. He has implemented several consumer media relations and corporate branding campaigns for products such as Proctor & Gamble's Febreze®, Clorox's Fresh Step Crystals®, and Olestra (Olean). He was responsible for coordinating the media outreach for the funeral of Civil Rights icon, Coretta Scott King, and devised communications strategies for clients as diverse as the U.S. Chamber of Commerce, The Kingdom of Saudi Arabia, The Chandra Levy Family, and the Miami Project to Cure Paralysis.

Mr. Rene has also served as Communications Director for the National Legal and Policy Center, a non-profit, nonpartisan foundation dedicated to promoting ethics and accountability in government, and served in leadership roles in dozens of political campaigns in the Commonwealth of Virginia.

MARC USA

MARC USA is an independent advertising agency with more than \$50 million in billings and 270 employees. MARC USA operates full-service offices in Chicago, IL, Boston, MA and Pittsburgh, PA.



M A R C U S A

Jerry Thompson

EVP, PR Director | MARC USA

Presentation Topic: Branding and Messaging



Executive VP and PR Director, Jerry Thompson knows how to get the public's attention, whether it's top national editors or online influencers. Home Depot credits him with a 60% growth in media coverage. And there's no one else you'd rather have on your team when responding to a crisis. Just ask the folks at Florida Tourism. His work after the Gulf oil spill not only won back the hearts and minds of tourists, but also a major national award - just one of his many.

From Burson Marsteller to Ketchum to MARC USA, name an industry, issue or marketing opportunity and Jerry will likely have an insightful and inspiring story from his years working on brands like Rust-Oleum, Olympic Paint, Delta Air Lines, Miller Brewing, Heinz 57, StarKist, Rite Aid, Payless ShoeSource and Cooper Tire.

It's that great storytelling ability that helps him create such powerful content for his clients' brands.

TAOTI CREATIVE

TAOTI CREATIVE is a full-service website design and marketing firm, with an emphasis on innovation, creativity and collaboration. TAOTI is the winner of dozens of awards.

Sam Harper

Vice President, Delivery | TAOTI CREATIVE

Topic: Digital and Website Strategies



As the Vice President of Delivery, Sam makes sure our team delivers incredible work, provides first-class customer service and meets budget and timeline commitments. Sam is focused on using cutting edge technology to solve problems for non-profit groups, businesses and the government. He is actively involved in projects from pre-sale planning all the way through launch and post-launch support. Sam keeps the whole team truly moving the needle for our clients.

Sam has helped Taoti grow from a small firm working out of a basement office to growing full service digital agency it is today. Around the office, Sam is the resident joke-teller, never missing an opportunity for a good (or really really bad) pun. In his spare time, he enjoys urban gardening, rooting for the Washington Nationals

and playing baseball with his two young children.



Recent awards:

2017

- Clutch - #1 on Clutch's list of top web design companies in Washington D.C.
- Clutch - #10 on Clutch's list of top web design companies worldwide
- FY17 World Bank IEG Vice Presidential Unit Award - External Website Re-Design
- Hermes Creative Awards - Gold Winner 2017, Government Category: DC Water
- Hermes Creative Awards - Platinum Winner 2017, Professional Service Category: Phillips & Cohen
- Hermes Creative Awards - Honorable Mention 2017 - Mobile Website Category: IIE Peer

2016

- Davey Awards - 2016 Silver Award, Education Websites: District of Columbia Public Charter School Board
- WMA - 2016 WebAward for Outstanding Achievement in Web Development, Government Standard of Excellence: Loudoun Water
- The Omni Awards - Spring 2016 Gold, Government Category: Loudoun Water
- AVA Digital Awards - Gold Award, Association Category: National Association of Counties
- The Communicator Awards - Award of Distinction, Websites - Associations Category: National Association of Counties

2015

- The Omni Awards - Fall 2015 Gold, Government Category: National Association of Counties
- The Omni Awards - Fall 2015 Gold, Non-Profit Category: National Association of Counties
- MarCom Awards - Gold Award, Associations Category: National Association of Counties

STRATACOMM

Stratacomm is a full-service communications consultancy focused on Energy & Environment, Infrastructure, Transportation, Public health & Safety and Education. 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.

Stratacomm
educate | persuade | motivate

Karyn Le Blanc

Senior Vice President | Stratacomm

Presentation Topic: Media Outreach



Karyn Le Blanc is a Senior Vice President leading Stratacomm's infrastructure and development practice. Identifying and bringing in opportunities to help clients develop and implement communication strategies that will bring them success. Expertise and focus on integrated community relations, public affairs and media campaigns. Past and present clientele includes the American Geophysical Union, National Association of Clean Water Agencies and the District Department of Transportation. Proud Stratacomm leader since spring 2015. Everything good starts in the spring.

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. 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. We are non-partisan and independent, specializing in providing high-quality and advanced research tailored to our clients' needs. We are also a certified woman owned minority business.



Adam Davis, J.D.

Founding Partner | DHM Research

Presentation Topic: Research-based Comm Strategy and Best Practices

Adam Davis co-founded DHM Research, an independent and non-partisan opinion research firm, 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 are wide ranging and 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.



With offices in Portland, Seattle, and Washington DC, our reputation for objectivity and thoroughness is represented by years of providing qualitative and quantitative opinion research services and long-standing relationships with our clients. Both individually and as a firm, we are passionate about the issues we research and strive to do work promoting social and economic well-being locally, nationally, and globally.

BLUE DROP, LLC

Blue Drop is a nonprofit organization, launched to provide products and services toward elevating the field of water, helping water agencies develop best practices and facilitating ratepayer relief. Described as, "by, of and for the public sector," Blue Drop is the only nonprofit peer-to-peer service provider in our industry. Small and nimble, but with real-world experience and industry-leading experts.



Alan Heymann

President | Blue Drop, LLC

Presentation Topic: Public Utility Communication Strategy



Alan Heymann is President of Blue Drop, LLC and Chief Marketing Officer of DC Water. At DC Water, Alan leads the utility's efforts to expand its revenue base by marketing products and services to new customers. He also serves as a member of the executive team and as a senior adviser to the CEO/General Manager. Most recently, Alan was Vice President of Communications for the Humane Society of the United States. He led a team of more than 100 people in seven departments in producing and disseminating hundreds of pieces of content across multiple platforms every month for the global advocacy organization.

From 2010-2013, Alan served as Chief of External Affairs for DC Water. Under the direction of the General Manager, he led a nationally-recognized rebranding campaign that reconnected the utility with its customers and reminded them of the

value of water in their lives. 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.

WATER WORDS THAT WORK

Water Words, in conjunction with the Water Research Foundation, spent 2016 studying how leading clean water agencies use social media differently from the rest. And they've packaged their findings into a training module that will help clean water agencies reach more people and be more persuasive than ever. Water Words demystifies what makes Facebook, Twitter, LinkedIn and other sites "social" -- and reveals best practices for joining the conversation and avoiding common pitfalls.

Eric Eckl

Founding Principal | Water Words That Work, LLC
Presentation Topic: Research Based Social Media Strategy and Best Practices

Eric founded Water Words That Work and oversees all the company's client projects. Eric has more than 20 years of experience planning and executing environmental outreach and communications programs. Eric is a sought-after conference speaker and has appeared on CNN and been quoted in the New York Times. Before starting the firm, Eric worked for Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the Environmental Law Institute.



WATER RESEARCH FOUNDATION

The Water Research Foundation is an internationally recognized leader in water research that is dedicated to advancing the science of water by sponsoring cutting-edge research and promoting collaboration. Our research provides industry insights and practical solutions to the most complex challenges facing the water community today and into the future.



PUBLIC AGENCY SPEAKERS



Ray Marshall

NACWA President | Executive Director | Narragansett Bay Commission

Ray Marshall assumed Executive Directorship of the Narragansett Bay Commission (NBC) in January 2007. He is responsible for the all aspects of the NBC's operation including strategic planning, staff development and retention, budget development and oversight, financial reporting, engineering/construction capital planning and operation of the wastewater collection/treatment facilities.

Mr. Marshall is a member of the Board of Directors for the National Association of Clean Water Agencies and was named Engineer of the Year by the Rhode Island chapter of the American Society of Civil Engineers in 2002. He earned a BS from the University of Rhode Island in Civil Engineering, and a MS in Environmental Engineering from Northeastern University. Prior to his tenure at the NBC, he was employed in the consulting engineering profession and by the Town of Burrillville. Mr. Marshall has also received his Professional Engineer certificate.



Sandra Kilroy

NACWA Board Member | Assistant Director | King County Wastewater Treatment Division

Sandra Kilroy is the Assistant Director of the King County Wastewater Treatment Division with a special assignment as Chief Officer of Strategy and Sustainability. She has 25 years of experience in natural resource management. She has championed moving the agency to a utility of the future, led the division's lean revolution and continuous improvement efforts, spearheaded robust workforce development, and managed strategic business planning and performance management.

Her current role will focus on ensuring sustainability in operations and services and maximizing the recovery of resources from wastewater. In the past, she managed King County's salmon recovery, watershed restoration, agriculture/forestry, and floodplain management programs. Prior to that, Sandra managed the County's first NPDES Municipal Stormwater Permit and served a key communications role in the merger of two large governments. Sandra has a Bachelor of Science degree in Environmental and Forest Biology and a Master's degree in Marine Affairs.



Alberto M. Lazaro-Castro

Former Executive President | Puerto Rico Aqueduct & Sewer Authority

Alberto M. Lazaro-Castro served as Executive President of the Puerto Rico Aqueduct & Sewer Authority (PRASA) from 2013 to 2016, having served previously as Executive Director for Infrastructure—overseeing PRASA's Capital Improvements Program with a 2.7 billion investment over 5 years—and Assistant Director for Engineering of PRASA's Infrastructure Directorate.

From 2003 to 2004, he was Deputy Secretary for the Puerto Rico Department of Natural and Environmental Resources, providing assistance with permits to the Secretary and advice on day-to-day technical matters, as well as coordinating the DNER's flood control projects, among other projects. Castro is licensed by the Puerto Rico Engineers and Surveyors Association, and is President of the consulting firm, Lazaro Solutions, LLC.

LÁZARO SOLUTIONS LLC



John Lisle

Chief of External Affairs | DC Water

John Lisle is Chief of External Affairs for DC Water. He leads a team of 11 in managing relationships with customers, the media, the federal and District governments, and various other internal and external stakeholders. Mr. Lisle also serves as a member of the Authority’s executive team and as a senior adviser to the General Manager. Under Mr. Lisle’s direction, the Office of External Affairs is responsible for all of the Authority’s internal and external communications through numerous channels -- including publications, web, social media, traditional media, public outreach, graphic design, special events and emergency response. It also houses DC Water’s government relations program.

Before joining DC Water in February 2013, Mr. Lisle was Communications Director for the District Department of Transportation (DDOT). He brings more than two decades of communications experience to his new role, including 10 years as an award-winning reporter for NewsChannel 8 and WJLA-TV and a stint as Public Information Officer for the Arlington County Police Department. John Lisle has a Bachelor of Science in Business Management from the University of Maryland



Andrew Bliss

Community Outreach Manager | Capital Region Water

Andrew Bliss is Vice Chair of the NACWA’s Communications & Public Affairs Committee, and Community Outreach Manager for Capital Region Water, the steward for drinking water, wastewater and stormwater services for the City of Harrisburg, PA, and portions of surrounding municipalities including Penbrook, Paxtang and Steelton Boroughs and Susquehanna, Swatara and Lower Paxton Townships.



Jeanne K. Clark

Public Information Officer | Allegheny County Sanitary Authority

Jeanne K. Clark serves as Public Information Officer for the Allegheny County Sanitary Authority (ALCOSAN), which treats wastewater for 83 Allegheny County communities, including the City of Pittsburgh, PA. The authority enhances the community’s quality of life and safety by working to protect our drinking water, rivers and streams, and making the Pittsburgh region a wonderful place to live, work, and play. The 59-acre treatment plant p is one of the largest such facilities in the Ohio River Valley.

