

# Communicating the Value of Water to Your Customers

February 26, 2014



Salem Convention Center  
200 Commercial Street SE  
Salem, Oregon 97301

## One day Workshop for Oregon Wastewater and Drinking Water Utilities - February 26th.

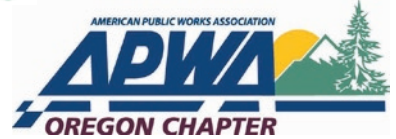
Join Oregon's water utility organizations in a collaborative workshop focused on **Communicating the Value of Water to Your Customers**. Targeted to Oregon drinking water, stormwater, and wastewater utility managers and staff, this workshop will provide utilities valuable tools in thinking strategically about customer communication focused on water and water services.

## Draft Agenda

Time	Topic
8:30 am	<i>Registration and Coffee</i>
9:00 am	WELCOME
9:05 am	<b>Crafting Campaigns to Win Support for Water</b> <ul style="list-style-type: none"> <li>• Libby Barg, Barney &amp; Worth</li> <li>• Justin Finestone, City of Bend</li> <li>• John Lewis, City of Oregon City</li> </ul>
10:05 am	<i>B R E A K</i>
10:20 am	<b>What Oregonians Believe and Value about Water</b> <ul style="list-style-type: none"> <li>• John Horvick, DHM Research</li> </ul>
11:00 am	<b>Mapping a Communication Strategy</b> <ul style="list-style-type: none"> <li>• Gary Conkling, CFM Strategic Communications, Inc.</li> </ul>
11:40 am	<b>Communicating the Value of Water to Senior Leadership and Council Members</b> <ul style="list-style-type: none"> <li>• Peter Fernandez, City of Salem Public Works Director</li> </ul>
12:00 pm	<i>L U N C H (provided)</i>
1:00 pm	<b>Building Effective Communication Strategies on a Budget</b> <ul style="list-style-type: none"> <li>• Don Scharff, Cappelli Miles</li> </ul>
1:30 pm	<i>Transition to Concurrent Sessions</i>
1:40 pm	<b>Concurrent Sessions</b> <ol style="list-style-type: none"> <li> <b>1. Branding Your Utility</b> <ul style="list-style-type: none"> <li>• Karen DeBaker, Clean Water Services</li> <li>• Lorien Walsh, Clean Water Services</li> </ul> </li> <li> <b>2. Effective Communication with Your Utility Customers – What Works/What Doesn't</b> <ul style="list-style-type: none"> <li>• Christine Hollenbeck, Clackamas River Water Providers</li> <li>• Jill Hoyenga, Eugene Water and Electric Board</li> </ul> </li> <li> <b>3. Workforce Demographics – The Face of Oregon in the 21st Century</b> <ul style="list-style-type: none"> <li>• Christian Kaylor, Oregon Employment Department</li> </ul> </li> <li> <b>4. School Kids Today – Rate Payers Tomorrow. Partnering with Community Groups to Improve Environmental Education</b> <ul style="list-style-type: none"> <li>• Rich McConaghy, City of Vancouver</li> <li>• Ryan Johnson, Clackamas Water Environment Services</li> </ul> </li> </ol>
2:45 pm	<i>B R E A K</i>
3:00 pm	<b>Repeat Concurrent Sessions</b>
4:00 pm	<i>A D J O U R N</i>



**Oregon Water Utilities Council**



**Registration Form: Registration deadline is 2/17/14; Registration is \$170; registration increases to \$200 after 2/17/14 - if space is available**

Name \_\_\_\_\_ Phone number \_\_\_\_\_

Organization \_\_\_\_\_ Email address \_\_\_\_\_

Mailing address \_\_\_\_\_ City, State, and Zip \_\_\_\_\_

Payment method: Registration enclosed \_\_\_\_\_ Please bill me (PO Number \_\_\_\_\_)

Credit cards accepted. No refunds after the registration deadline – substitutions gladly. Credit card payment type: VISA \_\_\_\_\_ Mastercard \_\_\_\_\_

Card number: \_\_\_\_\_ CVV2: \_\_\_\_\_

Name on the credit card: \_\_\_\_\_ Card expiration date: \_\_\_\_\_

Credit card billing address: \_\_\_\_\_ City, State, and Zip: \_\_\_\_\_



[www.oracwa.org](http://www.oracwa.org)

Email your registration to: [gillaspie@oracwa.org](mailto:gillaspie@oracwa.org)

Mail your registration to: Association of Clean Water Agencies  
107 SE Washington, Suite 242, Portland, OR 97214 or

Fax your registration to: 503-236-6719