

NESOWEA PRECONFERENCE WORKSHOP MONDAY, JUNE 27TH

What Do We Know and How Do We Share It?

This is a one-day workshop hosted by the OWEA Northeast Section open to anyone – conference registrants and one-day visitors. The Northeast Section is hosting this event and covering some of the costs to provide a service to the membership and offer training on a very important topic.

Communication and outreach is an often forgotten key element of our industry. The Northeast Section is excited to bring this important topic to the annual conference. This workshop is designed to provide attendees with some direction or advice on how best to communicate the importance of what we do to the public.

Special Offer: Invite your manager to come with you for FREE! If an operator or superintendent registers for this workshop, they may register one manager or governmental official (from the same municipality) for free. The free attendee must also pre-register.

The cost of the workshop is \$25 and includes a continental breakfast and lunch and attendees will obtain contact hours. This event requires separate registration from the conference. Non-members can attend for the same rate.



Monday, June 27



PRECONFERENCE SCHEDULE



8:00	Registration and Continental Breakfast	
9:00-9:45	Effective Public Communications	<i>Marie Keister Engage Public Affairs</i>
9:45-10:30	Ohio Environmental Council - Winning Hearts & Minds	<i>Jack Shaner Ohio Environmental Council</i>
10:30-11:15	Ohio Consumers Council - Consumer Perspective on Utilities Outreach	<i>Ray Foeller Ohio Consumers Council</i>
11:15-12:00	Gorge Dam Public Outreach	<i>Bill Zawiski Ohio EPA</i>
12:00-1:00	Lunch	
1:00-1:45	Public Outreach and Case Studies - Simple & Successful Public Outreach Strategies for Green Infrastructure Program Success	<i>Kari Machenbach ms consultants</i>
1:45-2:30	3 Reasons Your Utilities' Communications Fail	<i>John Gonzalez NEORS</i>
2:30-3:00	Break and Networking	
3:00-4:00	Michigan's Watershed Academy	<i>Maria Affhalter Tip of the Mitt Watershed Council</i>