

Conference Speakers Biographies

Joe Haworth is an engineering communications professor at Loyola Marymount University and Chair of the Think Earth Education Foundation. He served as Information Officer and the Sanitation Districts of Los Angeles County for 36 years, retiring in 2006.

Ms. Ottaway is an Environmental Scientist with a degree in Environmental Conservation from the University of Colorado. During her 16 year career she has focused on aquatic toxicity, water quality monitoring, wastewater and stormwater management, and pollution prevention. She is currently the pollution prevention program manager in the wastewater division of the San Francisco Regional Water Quality Board.

John Rutten is President of Resource Trends, Inc, a strategic marketing firm committed to increasing investment in water and the environment. Resource Trends applies marketing and branding concepts to the typically regulatory-driven areas of water, water recycling and waste management. With over 20 years of experience in engineering and business management including a position as a business unit director for Sony, Mr. Rutten's work includes developing marketing strategies for private-sector water companies and helping public utilities build strong brands, enhance public perceptions and increase investment.

Basil Hewitt is a Senior Engineer in the Public Information Office of the Sanitation Districts of Los Angeles County. He has worked for the Sanitation District since 1987 in various capacities. He has a Civil Engineering Degree from Rutgers University and a Masters in Civil and Environmental Engineering from Loyola Marymount University. His experience ranges from preparing environmental documents to public outreach and communicating with the media.

Ron Wildermuth works as the Public and Governmental Affairs Manager for West Basin Municipal Water District. He has a BA in International Relations and Sociology from St. Ambrose College and a MS in Public Relations from American University. He served as a Public Relations Advisor to General H. Norman Schwarzkopf before, during and after the Gulf War, and was the supervisor of the entire Gulf War in-theater public relations effort.

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CWEA One Day Specialty Conference

Can I Have Your Attention, Please? Part II: *Getting Your Message to the Public*



Thursday, October 29, 2009
Los Angeles, CA

Tuesday, November 3, 2009
San Ramon, CA

Brought to you by:
CWEA and the
Public Education Committee, Los
Angeles Bay Section
& SF Bay Section

Workshop Overview

Although Agencies and Utilities are looking at ways to make budget cuts, those in public outreach understand that a lack of interaction with the public can jeopardize relationships and undo years of efforts, especially in these economic conditions

This workshop will provide those in the public education and management sector with resources that will lead to proficiency in developing quality marketing materials to get your message across.

During this one-day workshop, you will gain the tools and techniques to more effectively use your small and possibly shrinking budget to reach and communicate with the public.

Topics covered will include:

- ◆ How to brand your agency
- ◆ How to clearly define your objectives
- ◆ Effectively communicate your message to the community and public officials
- ◆ Hear specific case studies and see good examples of branding campaigns that worked
- ◆ Guidance from a regulatory perspective



Who Should Attend:

Managers and technical staff who work in any portion of their agency's public education and/or public outreach efforts.

Vocations this training applies to for Recertification Contact Hours:

- ◆ Collection System Maintenance – CSM
- ◆ Environmental Compliance Inspector – ECI
- ◆ Laboratory Analyst – LAB
- ◆ Operator – OP
- ◆ Biosolids Land Application Management

Workshop Schedule:

8:30 to 9:00am	Registration
9:00 to 9:10am	Introduction
9:10 to 9:30am	A Couple of Stories - "Why Do We Need This?"
9:30 to 10:30am	How to Brand your Agency
10:30 to 10:45am	Break
10:45 to 12:00pm	Tune in to Small Agencies
12:00 to 1:00pm	Lunch Provided
1:00 to 1:45pm	Examples of Good Programs
1:45 to 2:00pm	Break
2:00 to 2:45pm	Video
2:45 to 3:00pm	Break
3:00 to 4:00pm	Group Discussion

Location Information:

Thursday, October 29: S. California

Metropolitan Water Districts
of Southern California
700 North Alameda (at Union Station)
Los Angeles, CA 90012
Basil Hewitt, LACSD, Moderator

Tuesday, November 3: N. California

Wedgewood Wedding & Banquet Center
9340 Fircrest Lane
San Ramon, CA 94583
Mike Auer, Union Sanitary District, Moderator

Earn up to 6.3 Contact Hours!



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Special Services: Please check here if you require special accommodations to fully participate. Attach a written description of your needs.

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Current membership required for member rates.

<u>Register for:</u>	<u>Member Discounted Rate:</u>	<u>Regular Rate:</u>
Thur. October 29, Los Angeles	<input type="checkbox"/> \$160	<input type="checkbox"/> \$226
Tues. November 3, San Ramon	<input type="checkbox"/> \$160	<input type="checkbox"/> \$226

Method of Payment:

Check: Payable to CWEA 2009 Specialty Conference

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If more than one person from your agency, please photocopy and submit one form for each person.

Written cancellation notice is required, and must be received at least 15 days prior to the conference date. A 25% service fee shall be retained on all cancellations. No refunds shall be given for cancellations made less than 15 days prior to any conference.

All fees for conference registration shall be paid in full at the time of pre-registration or on-site registration. Full payment may be made by credit card, personal check or company/agency check. Purchase orders are acceptable and must be attached to the registration form. Registrations received by CWEA without full payment or purchase order will not be processed.

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