

WWA Image & PR Committee Meeting Minutes

July 14, 2011

3:30 PM

Members Present: Jeff Ripp, Gail Gawenda, Derek Steiner

Committee Vice-Chair Announcement

Roz Rouse (Milwaukee Water Works) has been approved by the Board as Vice-Chair of Image & PR.

Annual Conference Awards Notification

The committee agreed to assist with the publication of information about award winners at the annual conference. This year, the committee will assist with drafting specific press releases and other media for the following 4 utility – level awards (Image & PR Committee member assigned responsibility in parentheses):

1. Water Taste Test – Roz Rouse
2. Small Systems of Excellence – Jeff Ripp
3. Utility Achievement Award – Derek Steiner
4. Water Efficiency Award – Gail Gawenda

Jeff will work with the awards committee to make sure that the person assigned to the award has the correct information.

Finally, we will do one all-encompassing press release that identifies all award winners at the end of the conference on Friday. The Awards Committee will have to get us the information. Jeff will take the lead on this.

Milwaukee Water Council – Water Summit

The Committee decided that the \$700 cost to sponsor a table at the Water Summit was too expensive and not worth it for the organization. However, Image and PR committee members should encourage other WWA members to attend to increase our visibility at the summit.

For more information: http://www.thewatercouncil.com/?page_id=71

Next Meeting

The next meeting is tentatively scheduled for Wed. Sept. 21, 2011 at 8:30 AM. This will be an in person meeting at the annual conference. The room is TBD.