



October 8 – 12, 2022
New Orleans, LA
The Ernest N. Morial
Convention Center

**#NOPCOCFOMO
PHOTO CONTEST IS BACK!**

It's easy — just take a picture and use the #NOPCOCFOMO on LinkedIn, Facebook, or Instagram for a chance to win a prize!

JOIN PCOC
Meetings held first Tuesday every month from 1:00 to 2:00 PM EST



Where the Water Communicators Come to Meet!

SUNDAY – OCT 9

• PCOC Meeting — 5:00 – 6:00 PM • Location 270

AGENDA:

- **VSR AWARDEE ANNOUNCEMENT**
Join us as we celebrate our 2022 Volunteer Service Recognition (VSR) award winner!
- **OUTGOING CHAIR RECOGNITION**
Help us thank Michael Quamme (2020 – 2022) for his past two years of service as PCOC Chair.
- **MEMBER ENGAGEMENT TRANSFORMATION (MET)**
We have some new and exciting positions open in PCOC!
- And back by popular demand, we have games!!!

MONDAY – OCT 10

• Learning Exchange — 1:30 – 3:00 PM • Location 348 - 349

Best Practices in Community Outreach and Engagement

Unlike traditional sessions with rows of seats, learning exchanges are a candid and informal means for sharing knowledge. With speakers seated at round tables, attendees are allowed to move freely around the room and engage with as many speakers/topics as they wish. No power points, no presentations, just conversation.

• Technical Session — 3:30 – 5:00 PM • Location 336

Non-traditional Stakeholder Coordination For Public Engagement

- Reducing Reliance On Imported Water, One Home At A Time: Yucaipa Valley Water District's Dual-Plumbed Community
- The Value of Corporate Sponsorship, From Youngsters To Seniors: Innovative Public Engagement in Water and Wastewater Services
- P3 Doesn't Mean "Privatization": How To Communicate This To Rate Payers

Speakers: Michelle Robinson (Dialogue PR), Michelle Stom (Tampa Bay Water), Madeline Blua and Jennifer Ares (Yucaipa Valley Water District), Matthew Rihs (Government Services Group) and Stephen Spratt (Florida Governmental Utility Authority)



COMMUNICATORS IN THE STUDIO AT WEFTEC LIVE

- Exhibit Hall, Hall H, Booth 6639

MONDAY

2:00 – 2:30 PM:

Michael Quamme - *Intro to the PCOC*

2:30 – 3:00 PM:

Mike McGill - *Handling PFAS Comms*

4:00 – 4:30 PM:

Maile Lono-Batura - *The Poo and U Campaign*

4:30 – 5:00 PM:

Allison Fore - *Making Memorable Events*

TUESDAY

2:00 – 2:30 PM:

Eboni Green - *Comms For Comms Sake*

2:30 – 3:00 PM:

Samantha Villegas - *Why Utilities Must Engage*

4:00 – 4:30 PM:

Justin Brown - *Creating Virtual Tours*

WEDNESDAY

9:00 – 9:30 AM:

Shea Dunifon and Phil Kane - *Biosolids in the Classroom*

9:30 – 10:00 AM:

Stephanie Corso - *Stories of Communicators*

11:00 AM – 12:00 PM: Networking

TUESDAY – OCT 11

- Technical Session — 3:30 – 5:00 PM • Location 345

Communicating the Importance of Biosolids with the Public (Interactive session)

- WEF Biosolids Toolkit
- Residuals Biosolids Sludge: A Curriculum Infusion For Secondary Teachers
- Communicating Biosolids: How to Boost Public Support by Working With the Press & Social Media

Speakers: Samantha Villegas and Matthew Wittern (Raftelis), Mike McGill (WaterPIO), and Dr. Phil Kane



- Public Education Awards — 5:00 – 5:45 PM • Location Great Hall B, Main Stage

WEF Awards Celebration & Presidential Ceremony

Come recognize WEF members for their significant accomplishments in promoting public awareness and the understanding of water environment issues through the development and implementation of outreach, education and/or communication programs.

WEDNESDAY – OCT 12

- Networking — 11:00 AM – 12:00 PM • Location Exhibit Hall, Hall H, Booth 6639 (The Studio/WEFTEC Live)

Public Communications Meetup

Bring your business cards! Come ready to connect, learn, and grow your professional communications network.



- Technical Session — 3:30 – 5:00 PM • Location 244

Rates, Complaints, and Floodgates: Examples of Successful Stakeholder Engagement

- Don't Sell Your Rate Communications Short! How One Utility Built an Award-Winning Awareness Campaign to Talk about Rate Adjustments
- Approaching Zero Complaints: Successful Public Engagement Strategies For High Impact Construction Projects
- Developing The High Water Line Project: A WEF Student Chapter Community Building Pilot

Speakers: Marci Davis (Jacobs), Tara Bettale (HDR), Rudy Archuleta (City of Westminster), Kahao Lim and Evan Heronemus

WEF CHARITIES OF CHOICE

Be sure to stop by Booth 3957 (near the Operations Challenge) to meet our three Charities of Choice and find out how you can support or join.



Operators Without Borders



Engineers Without Borders



Global Water Stewardship