



# American Water Works Association Pacific Northwest Section Customer Service Committee

## September 20, 2017 Fall Trustee Report

### Committee Members:

Chair: Gayle Renzelman  
Vice-Chair: Cathy Middleton  
Secretary: Vacant  
Past Chair: Tonya Reiss  
Trainer: Jacki Masters  
Trustee: Chris Young, DN Tanks, Portland, OR

### Meeting Dates

March 30, 2017 Conference Call  
May 04, 2017 (Noon) PNWS Section Conference – Kennewick, WA  
September 19, 2017 Conference Call  
December 2017 Conference Call (TBD)

### Customer Service Program Update

The Customer Service Committee is offering the first series of the revised AWWA Customer Service 3 class series, hosted by the City of Yakima, on October 18, 19 and 20. CEU assignments have been received and James Dean will be training with Jacki Master in preparation for the Committee to offer more training opportunities in the PNWS. The feedback from the series in Yakima should give us valuable input and information to move forward with future trainings. We are ready to start the scheduling process with utilities and districts that have already indicated they would like to host the trainings. Continuing to identify new trainer candidates will be crucial in expanding our training schedule in the future.

| CEU's:                                                        | WA       | OR      | ID       |
|---------------------------------------------------------------|----------|---------|----------|
|                                                               | W/WW     | W/WW    | W/WW     |
| #1 Customer Relationship Building for the Utility Workforce   | 0.7/.0.7 | 0.6/0.6 | Same     |
| #2 The Business of Customer Service for the Utility Workforce | 0.7/0.7  | 0.2/.06 | value as |
| #3 Water Industry Operations & the Vital Importance of Teams  | 0.7/0.0  | 0.6/0.4 | WA/OR    |

### Course Scheduling:

Yakima will be hosting Courses 1, 2 and 3 on October 18, 19 and 20, respectively.  
Portland, OR: Rockwood Water will host the series in the Spring of 2018.

### Proposed 2018 Customer Service Training Program schedule

South Sound, WA Courses 1, 2 & 3

## **Implementation of AWWA Customer Service Courses and New Trainer(s):**

James Dean will be so-training with Jacki in Yakima and he has received his training materials. The Committee will be adding its third trainer in the Spring, Christina McNeal, from Rockwood Water.

## **Outreach to Small Water Districts**

At the 2017 Winter Meeting in Vancouver Dan Kegley and Lance Peterson asked if we could come up with some outreach ideas to invite more small water districts to get their staff involved in the AWWA Customer Service Courses. Many of these small districts/systems are monitored by licensed operators and their employees do not necessarily belong to AWWA or get notice of trainings. It has been suggested that the SAC could assist in distributing the information and encourage subsections to begin working on lists within their areas. It may also afford the opportunity to partner with the newly revived Small Systems Committee to identify and reach additional utilities that would like to attend our trainings. This could possibly be a topic of discussion at the 2018 Winter meeting when the Subsection officers are in training.

## **2018 Tacoma Conference (April 25-27, 2018):**

Requested Customer Service Track for the Tacoma Conference-Thursdays, April 26th; Afternoon Session

Moderators: Gayle Renzelman/Cathy Middleton

| <u>Author</u>        | <u>Presentation Title</u>                                                                                                                   |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Mr. Tyler Palmer     | The Power of Narrative: How Effective Narrative-driven Communication Can Break Down Barriers and Help Critical Work Move Forward (1/2 hour) |
| Ms. Marlys Mock      | Tapping Video to Tell Your Story-Easy, Affordable, and Interesting Approaches (1/2 hour)                                                    |
| Mr. Brett Forman     | Modern Communication for Today's Always-On Customer (1/2 hour)                                                                              |
| Mr. Michael Lubovich | The Right Stuff (1/2 hour)                                                                                                                  |

## **Succession Plan:**

We have defined roles in our committee and have set term limits along with bringing in new members and are recruiting trainers to ensure the continued success of our Committee. Our current Vice Chair, Cathy Middleton, will be moving up to Chair in 2018. We are going to be working to fill our Vice-Chair, Secretary, Webmaster and Constant Contact Manager positions by the 2018 Tacoma Conference.