



American Water Works Association
Pacific Northwest Section
Public Communications Division

Division Report as of January 28, 2022

Jamie Porter, OR/ID Trustee Liaison

Conservation, Cross Connection Control, Customer Service, and Public Information Committees

CONSERVATION COMMITTEE

Chair Dan Denning, City of Bend

Vice Chair Rochelle Gandour-Rood, Tacoma Water

Secretary Mark Taratoot, Corvallis Public Works

The Conservation Committee has about 80 people on their distribution list, and they have an active email discussion group to share ideas. They hold quarterly virtual meetings with the next one coming up the first week of February. The Water Conservation Committee selected abstracts to fill a full track on Thursday morning at the Tacoma Conference.

CROSS CONNECTION CONTROL COMMITTEE

Chair Tonya Reiss, City of Spokane

Tonya was elected to serve as a Trustee with term of service starting at the end of April 2022. Tonya has mostly been running this committee by herself, and will need to find one or more people to take this responsibility from her. I will do what I can to help advertise the need and assist her during the transition. Tonya was able to solicit from the backflow community to pull together some last minute courses for the Tacoma Conference, and the committee is providing a full track on Friday morning at the Tacoma Conference.

CUSTOMER SERVICE COMMITTEE

Chair Cathy Middleton, Rockwood Water PUD

Vice Chair Marika Thomas, Lakewood Water District

Secretary Carrie Bledsoe, Lakewood Water District

Cathy has struggled to obtain some additional help for this committee, pretty much operating it on her own. With the lingering impacts of Covid-19, the traveling Customer Service certificate program came to a halt, and Jacki Masters has not been able to teach some of the traditional



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materials. Cathy put out a call for help and we want to thank James Dean for stepping up and teaching an early bird session on customer service on Thursday morning at the Tacoma Conference. This is an attempt to get some recognition for customer service at the conference, and potentially attract some other volunteers to support this important part of our business.

PUBLIC INFORMATION COMMITTEE

Chair Andrea Watson, Tualatin Valley Water District

Vice Chair Kim Marshall, Barney and Worth

Andrea and Kim have recruited Tacy Steele (City of Hillsboro), Alexa Morris (Oak Lodge Water Services), and Julie Price (City of Bend) to assist. The PI Committee is still open to representation from Washington and Idaho but has not had any success recruiting outside of Oregon yet.

The Committee has been holding virtual meetings every other week or so, fine tuning plans for the Tacoma Conference and the annual Excellence in Communications Awards Program. The committee is providing a full track of training on Friday morning at the Tacoma Conference.

The Excellence in Communications Awards have been restructured to allow electronic submissions, a flatter fee schedule, and a COVID-19 communications category. See the attached call for entries, and feel free to share this information far and wide.



Call for Entries: 2020-21 Excellence in Communications Awards

Apply Before March 1, 2022

NEW! All Entries Submitted Electronically

Calling all Pacific Northwest water communicators! We invite you to enter your print, electronic, and video creations. We want to see your calendars and consumer confidence reports. This contest will include work done in 2020 or 2021, and there will be a new category for COVID-19 related work. Have you developed something totally wild in the last two years...we have an entry category for you too!



Final deadline for [entries](#) is March 1.

Who can submit? Any water utility, provider, or association currently a member in good standing with PNWS-AWWA is eligible to enter.

Why enter? 1. Support your section by sharing ideas. 2. Show the world that you are creating excellence communications for your customers and communities. 3. You and your work will be celebrated at the PNWS-AWWA Section Conference in Tacoma, April 2022 and all year long. 4. You need and deserve a celebration.

What will I win? Prestige and bragging rights. Warning: Awards can lead to the highest form of flattery, imitation.

How? Submit entry and materials online. The cost per entry is \$20 for small utilities (less than 15,000 connections) and \$50 per entry for large utilities (15,001+ connections)

Details and entry instructions at: <https://tinyurl.com/PNWS-AWWAExcellence>

If you need assistance with your entry, please contact Kim Marshall, Barney and Worth at <mailto:kimmarshall@barneyandworth.com>