Commercials, Contests, and Campaigns

Conservation Commercial Helps Convey Commitment

At the section conference last December, a professionally produced television commercial promoting water conservation was shown during one of the sessions and was very well received. The purpose of the commercial is to communicate to the general public that we are all the stewards of a very precious resource in the world—water. The question posed in this spot was, “What does water conservation mean to our families, friends, communities, and to Florida in general?” The overwhelming answer is “everything.”

The commercial outlines what we, as water professionals, need to do in order to preserve this vital commodity: we’re here to lead, enlighten, educate, inform, and empower others to conserve water. This commercial is available to our membership at no cost and would be perfect to run on your local cable systems as a public service announcement. It also discusses conservation for the future.

I would like to thank the following people for their hard work and their involvement for making this commercial a reality for the section: Jackie Torbert, Carl Larrabee, and Jason Parrillo. If you would like a copy of the commercial, please contact the section office in St. Cloud at 407-957-8448, or at fsawwa@gmail.com, and the staff will be happy to assist you.

Strategic Planning Continues

On Feb. 9, 2012, at the section office in St. Cloud, we will once again have our strategic planning and volunteer workshop meeting. We will discuss how our regions are meeting the needs of our members and how the councils and the regions can work together effectively. As we do every year at this time, we will also be discussing our strategic plan. The meeting is always open for anyone to attend. Please save the date and we hope to see you there.

Contest Preparations Gear Up

Now is the time to start thinking about “The Best Testing Water in Florida” contest, which will be held in April at the Florida Water Resources Conference. The preliminary rounds will take place in each region during the next few months. Cooper City will be defending its title; will their team triumph again or will there be a new winner this year? We’ll soon find out.

All utilities are also invited to host the local “Drop Savers Contest.” The deadline for participation in this event is March 15, 2012. I encourage all Florida utilities to begin preparations to showcase the creativity of their local school children. The contest gives children from kindergarten through high school the opportunity to design a poster about water conservation. Winners will be drawn from five different groups. For additional information, please contact Melissa Velez at M.Velez@carollo.com.

Only Tap Water Delivers

Section Website: A Wealth of Information

If you have a few minutes, please visit our website at www.fsawwa.org. New information is uploaded on a regular basis, so log on often.

One of the slides on the website this month states “Only Tap Water Delivers,” and how true it is! This is the tag line for a publicity campaign developed by the AWWA Public Affairs Council. Materials can be customized with a utility’s logo and adapted to achieve targeted objectives. Contact AWWA headquarters in Denver at 303-794-7711, or at 800-926-7337, for more information.

The next couple of months will be busy for our membership. The regions are planning their calendars for this year’s events and the councils are working with the regions on ways to better serve our members. Thanks to one and all for your continued hard work!