

## REGISTRATION FORM

### 30th ANNUAL CUSTOMER SERVICE WORKSHOP

Full registration includes all conference sessions and lunch on Wednesday

**Newport News Marriott at City Center  
740 Town Center Drive  
Newport News, Virginia  
October 7–10, 2008**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

AWWA Member No. \_\_\_\_\_

(circle one)

Full Registration – or – One Day

(If one-day, please choose):

Tues Wed Thurs Fri

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Make check payable to: VA AWWA

Check enclosed for \$ \_\_\_\_\_

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Credit Card Registration:

Name on Credit Card \_\_\_\_\_

VISA AMEX MC (Circle One)

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Total amount charged to card \_\_\_\_\_

**Signature (Required)**

\_\_\_\_\_

## REGISTRATION INFORMATION

Advanced Registration (postmarked or via website by **SEPTEMBER 7, 2008**)

AWWA Member Fee: \$195

Non-Member Fee: \$245

One Day: \$109

Late Fee (after 8/17): \$ 25

Vendor: \$250

All registrations should include payment. You may register via mail (check or credit card) or via our website ([www.vaawwa.org](http://www.vaawwa.org)). We accept VISA, MasterCard, and American Express.

Make check payable to: **VA-AWWA**.

To pay by credit card, include credit card number, expiration date and signature on the registration form.

Mail registration form along with payment to:

**Cathy LaRue  
Section Administrator  
VA AWWA  
P.O. Box 55420  
Virginia Beach, VA 23471**

**For further information, contact:**

Marvin L. Crawford  
Customer Service Activities Chair  
Fairfax Water  
8570 Executive Park Ave.  
Fairfax VA 22031  
703-289-6164 703-289-6133 (FAX)  
[mcrawford@fairfaxwater.org](mailto:mcrawford@fairfaxwater.org)

Hotel reservations – call the **Newport News Marriott at 1-866-329-1758**. State you are part of the “Virginia AWWA” group. Or, register online at [www.marriott.com/phfoy](http://www.marriott.com/phfoy). (In the “Group Code” field enter: AWNAWNA). Room reservations must be made by Sept 7, 2008, to ensure availability and \$129 single/double rate. Parking \$6/night

## Tuesday, October 7th

**11:30-12:45 Workshop Registration**

**1:00-1:30 Welcome to Newport News – Joe S. Frank, Mayor of Newport News & Marvin Crawford, Committee Chair**

**1:30-3:00 Steve Philbrick, Practical Strategies for Quality Customer Service**

**3:00-3:15 Break**

**3:15-4:30 Steve Philbrick, Practical Strategies for Quality Customer Service**

**5:00-6:30 *Reception***

## Wednesday, October 8th

**7:30-8:30 Continental Breakfast**

**8:30-10:15 Let’s Talk Shop Facilitated by Dave Wallace, County of Henrico and Lisa Smith, Town of Leesburg**

**10:15-10:30 Break**

**10:30-12:00 5 STAR Service – How Do You Get There? Speaker to be provided by City Center Marriott**

**12:00-1:30 Lunch (Provided)**

**1:30-3:00 TBA**

**3:00-3:15 Break**

**3:15-5:00 TBA**

**Thursday, October 9th**

- 7:30-8:30** Continental Breakfast
- 8:30-10:15** Are you a “FRED”? Changing the Ordinary into the Extraordinary – Jeanne Cornish, City of Virginia Beach
- 10:15-10:30** Break
- 10:30-12:00** Let’s Talk Shop – Session 2
- 12:00-1:30** Lunch – on your own
- 1:30-5:00** Lee Hall Water Plant Tour & Reception – Winner of 2006 Excellence Award from the American Academy of Environmental Engineers
- 6:00** Group Outing –  
*Dinner at Salsa’s Mexican Grill*

**Friday, October 10th**

- 7:30- 8:30** Continental Breakfast
- 8:30-10:15** Making the “WOW” Personal Fred Angel, Chesterfield County Department of Utilities
- 10:15-10:30** Break
- 10:30-11:30** Making the “WOW” Personal - Continued Fred Angel, Chesterfield County Department of Utilities
- 11:30- Noon** Closing Remarks & Door Prizes

AMERICAN WATER WORKS  
ASSOCIATION  
VIRGINIA SECTION



**30<sup>TH</sup> ANNUAL CUSTOMER  
SERVICE WORKSHOP**

*“Celebrating 30 Years of  
Excellence in Customer  
Service - Beyond the  
WOW!”*

NEWPORT NEWS MARRIOTT  
AT  
CITY CENTER

NEWPORT NEWS, VIRGINIA  
OCTOBER 7-10, 2008

Presented by

VIRGINIA SECTION AWWA CUSTOMER  
SERVICE ACTIVITIES COMMITTEE

Cathy LaRue  
VA AWWA  
P. O. Box 55420  
Virginia Beach, VA 23471