

Free Lunch & Learn Webinar:

Applying Communications as a Management Function

12PM – 1 PM | May 20

Brought to you by the Water Awareness and Outreach Committee



AGENDA

Introduction of WAO Committee

Introduction of Speakers

Communications as a
Management Function

Q&A

INTRODUCING WATER AWARENESS & OUTREACH COMMITTEE



- The **Water Awareness and Outreach Committee** provides educational and networking opportunities for public information, education, and outreach professionals in water utilities throughout Virginia. This committee seeks to serve public information officers and education and outreach coordinators by connecting them to a wider professional network focused on the sharing of information, tactics, and resources related to drinking water quality and supply.
- Communications Toolkits
- Networking and educational events
- Annual Public Information Awards
- Social Media Management for VA AWWA

INTRODUCING OUR SPEAKERS

Laura Runkle
President
Virginia American Water
Maryland American Water





- **Laura Runkle** is president of **Virginia American Water**, the largest water company in Virginia, providing high-quality and reliable water and wastewater services to approximately 350,000 Virginians, and president of **Maryland American Water**, providing water services to approximately 24,000 Marylanders. Prior to this, Runkle served as vice president of operations for Iowa American Water, another American Water subsidiary.
- Runkle began her career with American Water in 2010, managing external and government affairs statewide for the company's West Virginia operation. Throughout her tenure with the company, she took on roles with increasing responsibility including serving as senior director of government and external affairs in Pennsylvania.
- A resident of Alexandria, Runkle has previously served as president of the American Water Charitable Foundation and currently serves on the Virginia Chamber of Commerce Board of Directors.

ABOUT AMERICAN WATER

LARGEST REGULATED WATER AND WASTEWATER COMPANY IN THE UNITED STATES

- Founded in 1886, American Water (NYSE: AWK) has served customers and communities for 140 years.
- We serve a broad national footprint and a strong local presence.
- We treat and deliver more than one billion gallons of water daily.
- We provide services to approximately 14 million people with regulated operations in 14 states and on 18 military installations.
- We employ approximately 7,000 talented professionals who leverage their significant expertise and the company's national size and scale to achieve excellent outcomes for the benefit of customers, employees, investors and other stakeholders.



American Water corporate headquarters located in Camden, N.J.

AMERICAN WATER OPERATIONS



Regulated Operations

- **80** surface water treatment plants
- **520** groundwater treatment plants
- **170** wastewater treatment plants
- **55,000** miles of transmission, distribution and collection mains and
- **1,200** groundwater wells
- **1,800** water and wastewater pumping stations
- **1,100** treated water storage facilities
- **75** dams

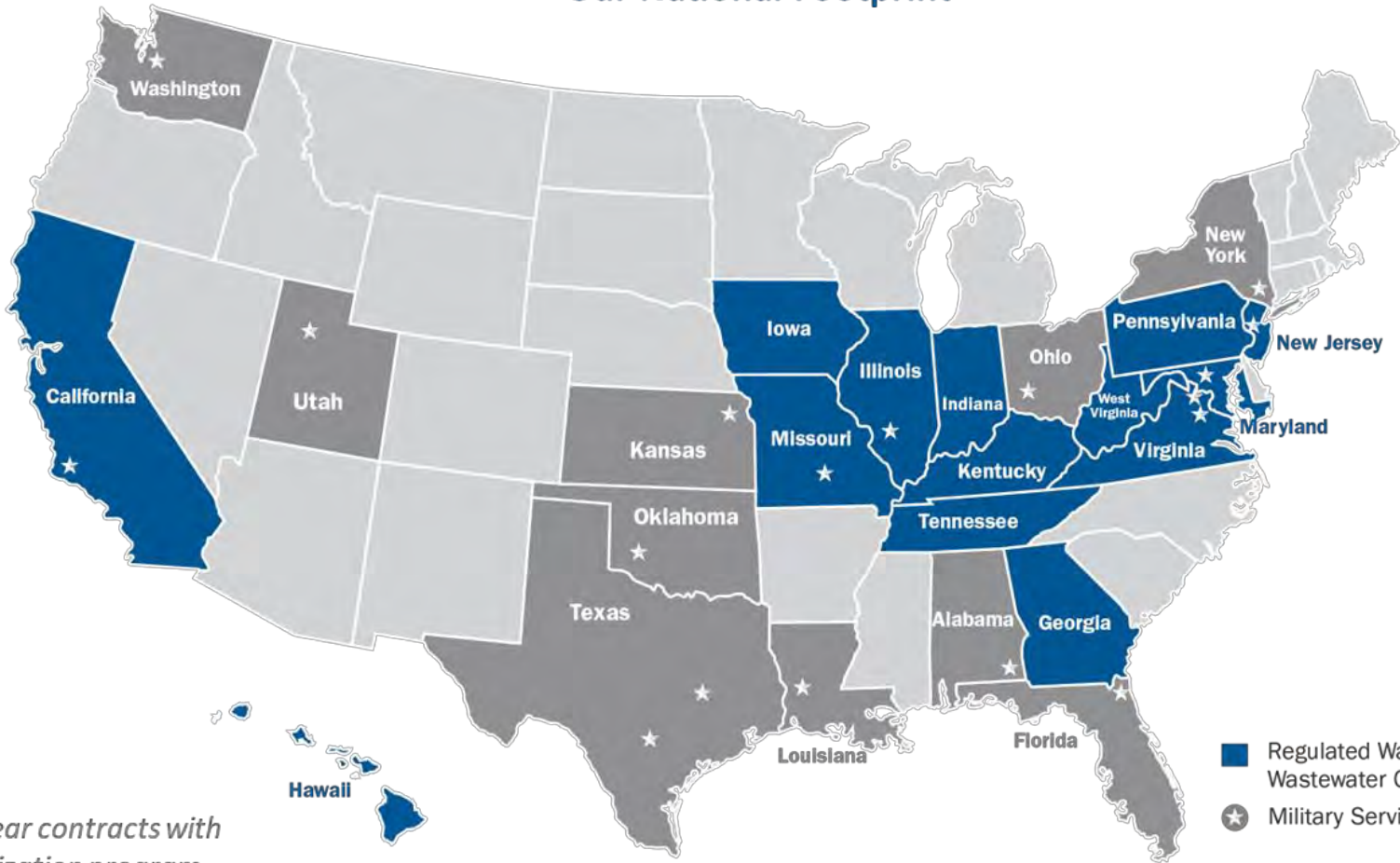


Military Services Group

Operates on 18 military installations under 50-year contracts with the U.S. government as part of its Utilities Privatization program.

- **12** Army
- **5** Air Force
- **1** Navy

Our National Footprint



- Regulated Water and Wastewater Operations
- ★ Military Services Group

VIRGINIA AMERICAN WATER OPERATIONS



INTRODUCING OUR SPEAKERS



Bebe Schaefer
Communications Specialist
Upper Occoquan Service Authority

UOSA OVERVIEW

Capacity: 54 MGD

Mission: We are a regional water recycling facility that protects public health and the environment as trusted stewards of our most precious resource — water.

Vision: To be globally recognized for protecting our region's water resources.



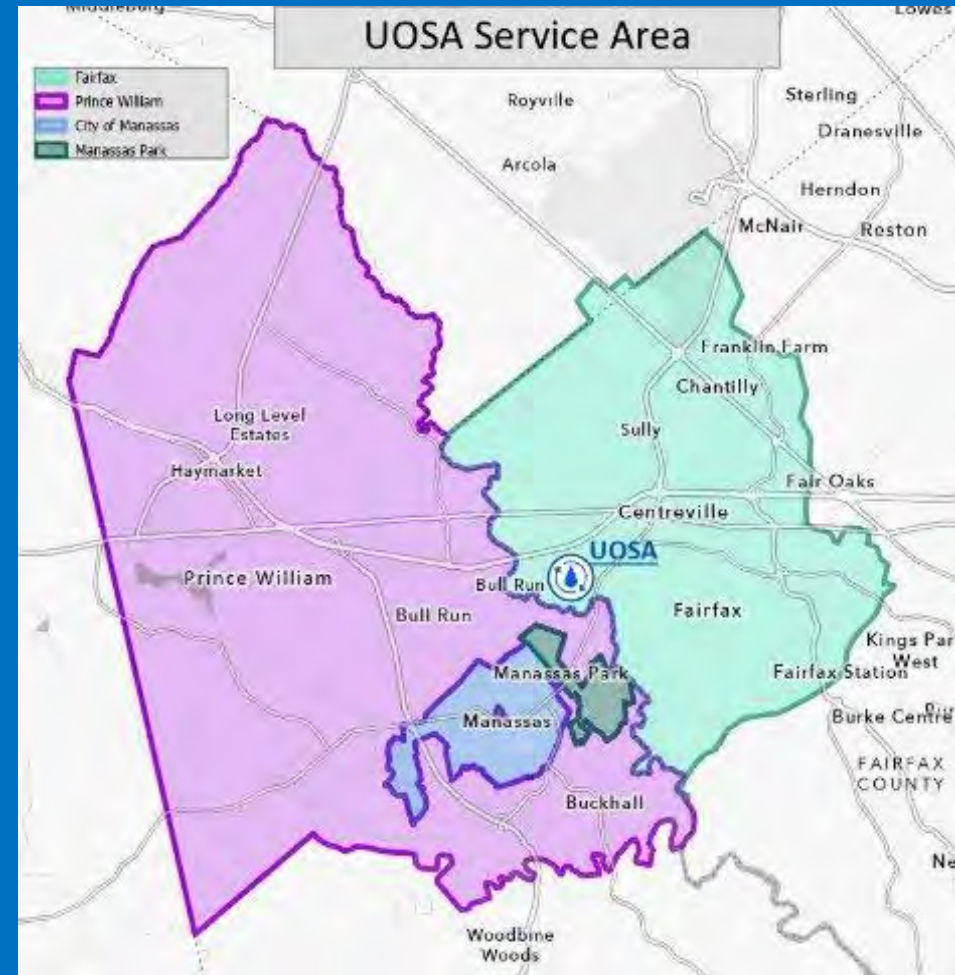
Established: 1978, as the first water reuse facility in the country.

UOSA OVERVIEW

We Serve:

- City of Manassas
- City of Manassas Park
- Prince William County
- Fairfax County

Around ~500k people



UOSA was founded by these jurisdictions as a regional authority.

- Crafting an engaging, impactful, and professional presentation

KEY ELEMENTS OF A MEMORABLE PRESENTATION

ENGAGEMENT DATA

Area	Impact on engagement	Source
Eye contact	80% more audience connection	Business review
Storytelling	Increases retention by 22x	University study
Interactive polls	Leads to 34% higher engagement	LinkedIn
Visual aids	Boosts retention by 65%	Company research
Attention spans	Lasts about 5 minutes	Journal article
First impressions	Made in the first 15 seconds	Industry report



WHY VISUALS MATTER

Studies show that 35% of an audience's retention rate is attributed to visuals, so use these best practices.

Use high-quality images

Avoid stock photos that feel overused. Use animated images sparingly. Motion should enhance, not distract.

Leverage infographics

Present complex data in an easy-to-digest format.

Keep text minimal

Slides should support your speech, not replace it.

Use brand colors

Maintain consistency in fonts and color palettes for professionalism.

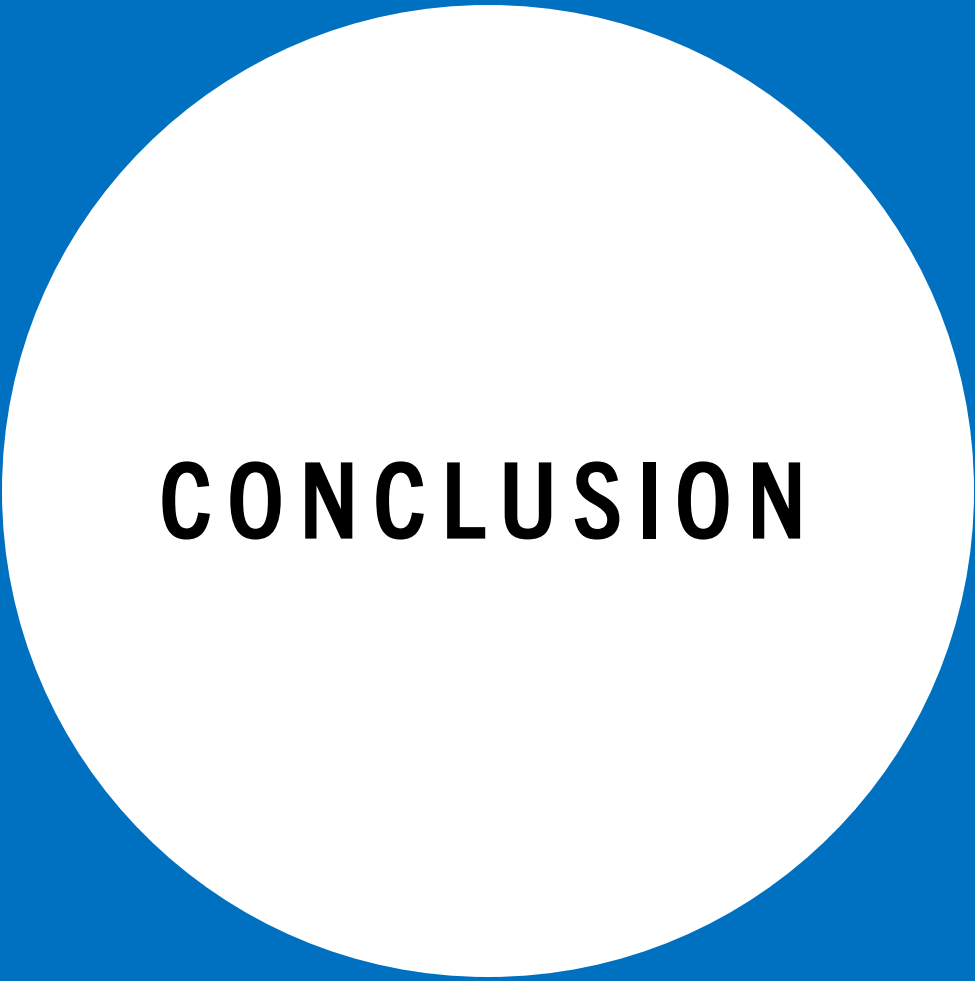
35%

of an audience's retention rate is attributed to
the visuals used

- Keeping your audience engaged through effective techniques

**DELIVERING WITH
IMPACT**

**Meaningful eye contact,
purposeful gestures, and
good posture can enhance
your message and make it
more memorable.**



CONCLUSION

Start with a hook and a clear purpose. Engage your audience using eye contact, storytelling, and questions. Design slides that enhance your message, not distract. And deliver with confidence.

Q & A