Asking for a friend

What is a Water Environment?
VISION
Integral to every clean water professional's career
MISSION

Boldly leading a professional community dedicated to safe and clean water through education, innovation & advocacy.
Water Research Foundation projects that in the next 10 years, roughly one-third of all current water utility workers will retire.
Do you remember when...

was the Association of Metropolitan Sewer Agencies?
It's time to recruit a younger generation.
when we talk about drinking water, no one advertises the beginning product.
turns out we've been advertising the wrong end of the pipe.
Federal funding through state-revolving funds (SRF) have always been called: CLEAN WATER LOANS
maybe it's time we
CLEANED UP OUR LANGUAGE
too.
wastewater operators

clean water operators
reclaimed water
we don't waste water.

we CLEAN water.

we are...
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Clean Water Professionals

we are the future of water.
Where are you seeing clean water language used in your state?
Do you foresee your organization adopting clean water language in the near future?
When it comes to the integration of clean water language, what kinds of roadblocks do you anticipate among your membership?
What would it take to boost buy-in among the water workforce in your state?
How can water professionals improve public perception of the water sector?