



NEWS RELEASE
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Contact: Brian Reetz
402-434-2740, breetz@groundwater.org

WEBINAR TO DISCUSS HOW TO COMMUNICATE THE VALUE OF WATER

LINCOLN, Nebraska (December 8, 2009) - Ed Means of Malcolm Pirnie, Inc. in California will discuss the overview of a project, sponsored by the Water Research Foundation, that developed guidance and tools to help effectively communicate the value of water during the upcoming Groundwater Foundation webinar at 2 p.m. (CST) on Wednesday, December 16.

The project defined the interests of utility leaders, customers, special interest groups, elected and appointed officials, and other stakeholders and placed those interests in the context of a utility-specific communications plan and a model for creating such a plan. The research has reinforced that utilities can communicate the value of water by understanding their stakeholders' needs and perceptions, thoughtfully defining the utility brand to underscore these values, communicating all of the utility's activities in the context of the brand, and relentlessly communicating that brand through targeted media.

Means is a Vice President with Malcolm Pirnie, Inc. He has over 30 years of experience, including 18 years in the public sector with the Metropolitan Water District of Southern California, in roles including Water Quality Laboratory Manager, Director of Water Quality, Director of Resources, Chief of Operations, Chief Operating Officer and acting General Manager. He is knowledgeable in water quality and water resources development and has worked for many of the large water agencies in the United States.

"Communicating about water issues is vital to the long term care and protection of this resource," said Groundwater Foundation Executive Vice President Cindy Kreifels. "Ed shared this presentation at our national conference in 2008 and I know the audience went away with a number of strategies on how to effectively communicate messages to the public about water issues."

To register for the event, visit The Groundwater Foundation's website at www.groundwater.org and click on the Webinars buttons. For more information, email webinar@groundwater.org or call 1-800-858-4844.

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The Groundwater Foundation is a non-profit organization based in Lincoln, Nebraska with a mission to educate and motivate the public to care about and for groundwater. Since its inception in 1985, the Foundation has offered various educational programming for youth and adults. To learn more, visit www.groundwater.org.