



Collection Systems Committee  
Stormwater Committee

present a joint symposium on effective communication

## Did I Hear That Right?

Successful Communication Strategies to Gain Support and Modify Behavior

MITAGS Conference Center  
692 Maritime Blvd  
Linthicum Heights, MD 21090  
October 15th, 2014  
8am - 4pm

Early Bird Registration Ends:  
Midnight on October 8th, 2014

Early Bird Registration Fees:  
Members \$65  
Non-Members \$75

Registration After October 8th:  
Members \$80  
Non-members: \$90

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Exhibitor Spaces Are Available for \$325  
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Course No. 5560-14-09  
Pending Approval

GENERAL QUESTIONS  
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# Symposium Program

Plenary Session		
8:00 - 8:30 am	Registration	
8:30 - 8:45 am	Open Remarks	<i>Committee Chairs</i>
8:45 - 9:30 am	Keynote Address <b>Strategic Communications Planning: Leveraging the Most from Today's Tools and Channels</b>	<i>Christopher Augsburger, Chief, Corporate Communication Office, USACE-Baltimore District</i>
9:30 - 10:00 am	<b>Effective Communication and Leadership</b>	<i>Paul McMurray, President of Insight Management Consulting and Master Trainer for VitalSmarts</i>
10:30 - 11:00 am	Break	
Collection Systems Track		Stormwater Track
11:00 - 11:30 am	<b>A MOM's Work Is Never Done!</b> <i>Steve Motley, Regulatory Compliance Bureau Manager, City of Virginia Beach Public Utilities</i>	<b>Flooding in Maryland: Preparedness, Education, and Communication</b> <i>Jessica Nusbaum, Individual Assistance Officer, Maryland Environmental Management Agency</i>
11:30 am - 12:00 pm	<b>How a team of seven executes 39 projects worth \$228 million involving more than 30 external agencies and obtains more than 120 permits in less than five years</b> <i>William Elledge, Supervisor, Projects and Interagency Planning, DCWater</i>	<b>Developing and Implementing Public Outreach Strategies</b> <i>Katrina Jones, Outreach Coordinator for Harbor Development, Maryland Port Administration</i>
12:00 - 1:30 pm	Lunch	
1:30 - 2:00 pm	<b>The Forgotten Asset - Addressing Problematic Wastewater Laterals in Baltimore, MD</b> <i>Madeleine Driscoll, Utility Asset Management Division Chief, City of Baltimore Bureau of Water and Wastewater</i>	<b>MS4 Permit - Public Outreach and Stewardship Efforts in Montgomery County, MD</b> <i>Donald Dorsey, Senior Planner, Montgomery County Department of Environmental Protection</i>
2:00 - 2:30 pm	<b>Integrating sustainable Stormwater Environmental Site Design and BMP practices with water and sewer mains</b> <i>Mike Harmer, Engineering and Construction Development Services Group Leader, Washington Suburban Sanitary Commission</i>	<b>Partnering with NGOs to meet NPDES Permit Requirements for Education, Outreach and Behavior Modification</b> <i>Kacey Wetzel, Sr. Program Manager, Chesapeake Bay Trust</i>
2:30 - 3:00 pm	Break	
Plenary Session		
3:00 - 4:00 pm	<b>Going Viral - Award Winning Public Outreach Videos to Increase Awareness and Modify Behavior</b> Wrap-Up Closing Remarks	
4:00 pm	End Meeting	