

## Source Water Protection Seminar

*Please use separate registration forms for each person.*

Name: \_\_\_\_\_

DW and/or WW License: \_\_\_\_\_

Employer: \_\_\_\_\_

Mailing Address:  
\_\_\_\_\_  
\_\_\_\_\_

Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Registration Fee:

**Member:** \$65.00 per part  
(or \$175 for all 3 parts) **Non-Member:** \$80.00 per part (or \$220.00 for all 3 parts)

**Register online:** [www.mwua.org](http://www.mwua.org)  
**Or mail registration & payment to:**  
Maine Water Utilities Association  
15 University Dr  
Augusta ME 04330

207-623-9511  
[cwade@mwua.org](mailto:cwade@mwua.org)

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15 University Dr  
Augusta ME 04330

## 14<sup>th</sup> Annual Drinking Water Protection Seminar

*Public/Customer Perception of Drinking Water*

*On Demand Training Sessions*  
*Three Total Sessions*  
*(2.5 TCHs each)*



*7.5 Maine BLWSO TCHs*  
*7.5 Maine DEP TCHs*  
*(Management)*



## About the Seminar

### **Session #1: The Water is Safe – Or is it? The Intuitive Psychology of “Forever Chemicals”,** *Dr. Carol Nemeroff, University of New Brunswick, Fredericton Canada*

This presentation will describe and explain public responses to emerging contaminants, including PFAS, and present strategies for managing them. The intuitive psychology of contamination follows very different principles from those of science, and this can lead to wildly discrepant perceptions of water safety between experts and the public. We will review findings from cognitive psychology that predict and explain these intuitive responses, and discuss ways to bring ‘intuitive safety’ into better alignment with physical safety.

### **Session #2: Does PFAS – Kill COVID-19? Plus Other Fun Things Our Customers Want to Know,** *Dr. James Malley, University of New Hampshire*

This presentation will share experiences and offer suggestions on things that a Utility Communication Plan should consider and include. It will address selecting a spokesperson, delivering one consistent message and winning ways to involve the public early and often. The talk will point out that with the press “BE FIRST, BE OPEN and BE CREDIBLE”. Three different drinking water communication examples will be provided from the good to the bad to the ugly: one involving COVID-19, another PFAS and a third addressing Lead.

### **Session #1: DWP Core Functions and Emergency Response,** *Susan Breau, Maine Drinking Water Program*

During this session we will find out what the core functions of the Maine Drinking Water Program are. We will look at Emergency Preparedness and Response and Drinking Water Orders.



### **Session #2: As Your Customers See You,** *Meredith Strang Burgess & John Spritz, Burgess Advertising & Marketing*

What utilities are good at is accessing, cleaning and delivering drinking water, wastewater and stormwater services. Where they are sometimes challenged is in communicating with their audience --ratepayers, boards, the media--how they go about their jobs, what difficulties must be surmounted and how the community can engage. “As Your Customers See You” is a frank, fast-paced introduction to how water utilities can open up lines of communication with their various constituencies, including a look at social media applications.



### **Session #1: Interconnections and Water Quality Considerations,** *Ryan Lynch, York Water District*

Not too long ago, public water supply partnerships, much less distribution system interconnections, were considered a rare find and often a last resort to mitigate supply emergencies and shortages. Today, one cannot go long without hearing how water utilities are working together not only locally but regionally, to tackle future challenges head on and improve the resiliency and safety of public water supplies through water system interconnections. With the benefits of these alternate supply interconnections do come some challenges. Besides water transfer hydraulic limitations, the blending of dissimilar quality water can be a concern and should be addressed early to ensure the consistency and stability of blended drinking waters. This presentation will focus on some of the chemical composition considerations of blending, strategies employed to limit issues and present some real-world examples and experiences from regional and national efforts.

### **Session #2: Dealing with Difficult Customers,** *Benny LaPlante, Kennebec Water District and Tim Wade, Greater Augusta Utility District*

Who handles customer complaints and concerns at your utility? For the Kennebec Water District and the Greater Augusta Utility District, Benny and Tim find themselves dealing with these issues often. Customer service is a balance between protecting the utility, pleasing the customer and satisfying the board of elected officials who have allegiances to both sides. Benny and Tim will share some of their interactions with difficult customers and discuss strategies for best outcomes for all parties involved.

