

SAVE THE DATE!

"Selling Stormwater" By Water Words that Work, LLC

Brought to you by the Alliance for the Chesapeake Bay, University of Maryland Environmental Finance Center and Capital Region Council of Governments

Monday, July 17th

In the morning, learn the research of selling stormwater and local case studies. In the afternoon, acquire knowledge of messaging tactics for beginning to incorporate within your community.

Londonderry Township Building, 783 S Geyers Church Rd, Middletown, PA 17057

8:00 to 8:30 AM Registration

8:30 to 8:45 AM Introductions

8:45 to 9:45 AM: "Selling Stormwater Management" including the presentation of the exclusive Pennsylvania Stormwater Survey with Recommendations, Eric Eckl, Water Words That Work

9:45 to 10:45 AM: Local Municipal Stories: Multiple Paths for Meeting MS4 Requirements, Nathan Walker, AMEC Environment and Infrastructure, Inc.

10:45 to 11:00 AM: Break

11:00 AM to 12:30 PM: The Perils of Preaching to the Choir, Eric Eckl, Water Words that Work

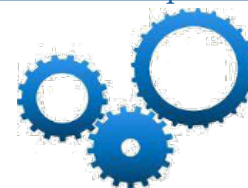
12:30 to 1:30 PM: Lunch

1:30 to 3:00 PM: The Environmental Message Method, Steps 1-4, Eric Eckl, Water Words that Work

For more information, please call the Alliance for the Chesapeake Bay at (717) 737-8622 or visit: <https://www.allianceforthebay.org/>
Register here: <https://allianceforthebay.wufoo.com/forms/zl9swt81rqbc2b/>



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