

Tell it like it is...

- What is our community's biggest misconception surrounding our work in clean water?
- How can you personally help improve how the community views what we do?

DO WE REALLY NEED
TO CALL IT
"CLEAN WATER"??

when we advertise drinking water, it's always about the **end product**.



So what about us?

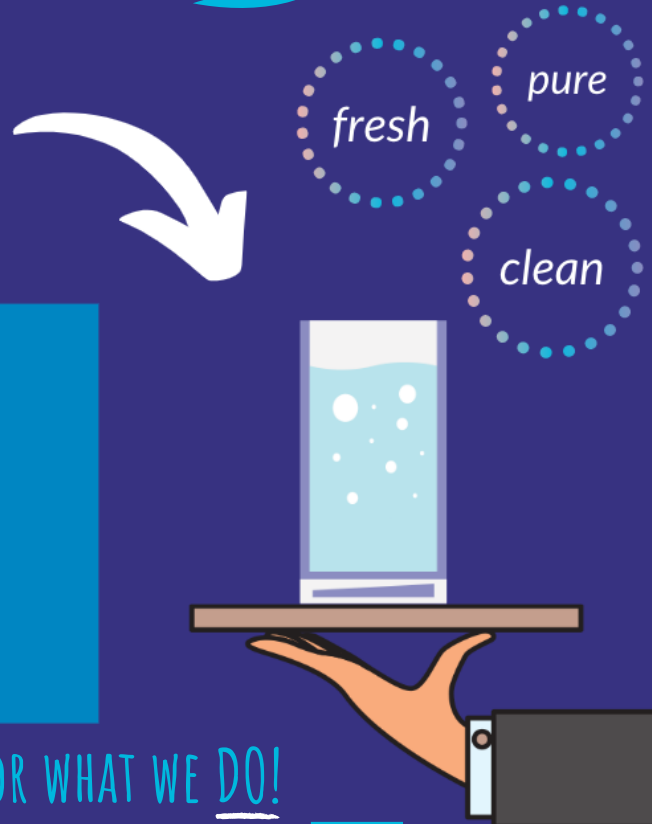
Why are we
still talking about
that end of the pipe?

IT'S TIME WE WERE KNOWN FOR WHAT WE DO!



When we call what goes into the plant "wastewater" and we call what comes out "wastewater", we diminish our work all together.

-Valerie Lucas, Executive Director at CWP



**Clean Water
Professionals**
for the future of water