

# HELLO

MY NAME IS

WHAT DO YOU  
WANT TO BE KNOWN FOR?

## Tell it like it is...

- How does our messy reputation affect you?
- How can we get the word out that we're not who they think we are? What do you think it will take to get some good press?

for decades, our reputation has been a bit of a  
**MESS.**



1970



1990



2010

it's time to tell the truth about what we do.

**it's time to clean up our reputation.**

because we are *so much more* than sewage.



with more than 140,000 miles  
of beautiful waterways in KY & TN,  
we are the keepers of creeks,  
stewards of streams,  
protectors of **PLAY!**

WE MAKE  
PLAY POSSIBLE!



Clean Water  
Professionals

of Kentucky & Tennessee