we don't waste water.
we CLEAN water.
we are CLEAN WATER PROFESSIONALS.

maybe it's time to...

#cleanup our language

what used to be...
wastewater treatment plant........................water resource recovery facility (WRRF)
wastewater industry................................................water sector
wastewater jobs....................................................water quality careers
wastewater utility....................................................clean water utility
wastewater operators..............................................clean water operators
effluent wastewater.............................................reclaimed water

tell it like it is...
- What do you tell your friends you do for work?
- How does a shift to "clean" language impact you personally? socially? professionally?
- Will you commit to making the change?

how do you introduce yourself at a bbq?
maybe it's time to...

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