

HOW DO YOU  
INTRODUCE YOURSELF  
AT A BBQ?

**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?

**we don't waste water.**

**we CLEAN water.**

**we are CLEAN WATER PROFESSIONALS.**

maybe it's time to...

**#clean** **up** our **language**

**what used to be...**

**is now...**

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



**Clean Water Professionals**  
of Kentucky & Tennessee