

# water has a workforce shortage.

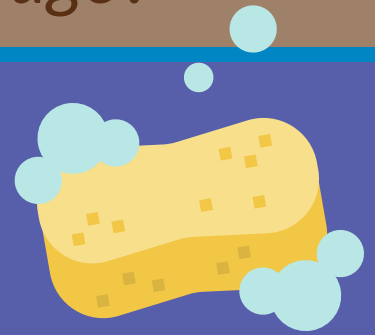
Water Research Foundation projects that in the next 10 years, **roughly 1/3 of all current water utility workers will retire.**



It's time we recruited a **new generation** of water professionals.

but who wants to work in sewage?

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!**



Clean Water  
Professionals  
of Kentucky & Tennessee

**it starts with us.**

- Do you feel like there is a stigma around our work?
- What will it take to shift the reputation of our water sector?
- What can YOU do to influence those in your circle? What are some small steps you can take?

**#cleanwatermovement**