

we've got a messy reputation

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

no more dirty talk. it's time to start talking the same way we work:



Clean Water Professionals
of Kentucky & Tennessee

it starts with us.

- Do you feel like there is a stigma around our work?
- What words would you use to describe our work in water?
- You play a pivotal role in our progress. People are listening. Will you commit to leading by example with clean water language?

#cleanwatermovement