

change is contagious.

spread *clean*.

as leaders,  
we are  
**CULTURE  
CREATORS.**

we speak.  
**PEOPLE LISTEN.**

we go.  
**PEOPLE FOLLOW.**

we do.  
**PEOPLE NOTICE.**

the stigma  
**stops**  
with us.



Clean Water  
Professionals  
*of Kentucky & Tennessee*

**the progress starts with *us*.**

- How are you helping to usher in a new culture of water?
- Have you worked to change your lingo to *clean* water?
- Are you taking your role as an influencer personally?
- How can you empower your team toward a culture change? How will that change benefit them?

**#cleanwatermovement**