

Environmental Finance Center
Syracuse University
727 E. Washington St.
Syracuse, NY 13210



Smart Management for
Small Water Systems



www.efcnetwork.org

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Leadership Workshop for Small Water Systems

Register now with the enclosed form, or online at
efcnetwork.org/upcoming/

June 19 & 20, 2013
North Chelmsford, MA

EPA New England Regional Laboratory (NERL)
11 Technology Drive
North Chelmsford, MA 01863-2431



Smart Management for
Small Water Systems

SKIP THIS WORKSHOP!
IF YOU ANSWER YES TO ALL THESE QUESTIONS:

- Do your charts and figures motivate your team and engage your audience?
- Do your community outreach efforts lead to the change you want?
- Do you have a process to weigh risk, cost and environmental impacts to make decisions affecting your community?

BUT IF YOU SAID NO,
WE HAVE A WORKSHOP FOR YOU!

The EFCN Leadership Workshop for Small Water Systems is funded under a cooperative agreement with US EPA Office of Water.

- This workshop WILL NOT teach you board procedure.
- We WILL NOT teach you Robert's Rules.
- There WILL BE NO test on SDWA or CDA compliance.

Instead, this workshop is designed to make you more effective in both your professional and personal interactions so you can engage your listeners, make sound decisions, tell your story and get the job done!



What is leadership?

A special effect without a story is a pretty boring thing.” - George Lucas

Strong leaders know that great stories make the complex simple. They also understand that great stories are anchored in well-reasoned decisions and a sound understanding of what the audience needs to hear to sign on. Whether we are talking to our co-workers, our communities, or our boards, how and why we communicate our story can make the difference between success and failure.

Why attend this workshop?

This one and a half day workshop will:

- Introduce a decision-making process to justify your conclusions and recommendations,
- Give you the skills to understand and better manage interactions with your staff, board or community,
- Introduce tools to help you reduce conflict and plan for the future,
- Improve your ability to turn dry numbers into a compelling story and message that will motivate your audience, and
- Help you create the key elements of an effective outreach plan so you can build your story and take it to the community.

Event Details

Audience: This training is for drinking water systems serving 10,000 or fewer customers, water system managers, municipal decision makers, elected officials, town managers, and mayors.

Cost: This workshop is free, however, please note that all food and travel costs are the responsibility of participants.

Registration: To register, mail in the completed form to the right, or register online at efcnetwork.org/upcoming/

Register now! Mail in the form below, or register online at efcnetwork.org/upcoming/

EPA Region 1 Leadership Workshop for Small Water Systems

Name _____

Title or Position _____

System Name _____

Organization/Municipality _____

Mailing Address _____

Email _____ Phone _____

Fax _____

Group PWSID (Optional) _____

Please mail your completed registration form to:

Martha Sheils
NE Environmental Finance Center
Muskie School of Public Service
University of Southern Maine
34 Bedford Street
Portland, Maine 04104-9300



The Environmental Finance Center Network (EFCN)

is a university-based organization creating innovative solutions to the difficult how-to-pay issues of environmental protection and improvement. The EFCN works with the public and private sectors to promote sustainable environmental solutions while bolstering efforts to manage costs.

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