



2016 UTILITY LEADERSHIP CONFERENCE & 46TH ANNUAL MEETING
Leadership Strategies for the Smart Utility
July 10 – 13, 2016 · Grand Hyatt Denver · Denver, Colorado

Plan now to join your colleagues from across the nation at *Leadership Strategies for the Smart Utility*, NACWA's 2016 Utility Leadership Conference & 46th Annual Meeting, July 10-13, 2016, in Denver, Colorado.

Clean water utilities are moving beyond Clean Water Act compliance and proactively changing the regulatory landscape. They are embracing their roles as technology developers and incubators, job creators and economic engines within their communities. This ongoing transformation is leading to more complex treatment and resource recovery systems that utility managers and staff must operate and maintain. New sensors and monitoring technology are leading to data-rich environments that improve decision-making, but also potentially add to the required management skillset. With new skills needed and an increasingly connected and informed community, smart utilities are working to address the complex workforce, communications and financial challenges that can often accompany efforts to innovate.

Meet Changing Expectations

NACWA's 2016 Utility Leadership Conference will explore not only how utilities are adapting their management approaches to meet the changing expectations of both their ratepayers and employees, but also how even more innovative management techniques will be needed as they clean water agencies become increasingly complex and information becomes more widely available.

Explore New Opportunities

Communication, in particular, has received significant attention over the last few years. Utilities that once preferred to remain anonymous, or were only in the media when bad news was reported, are now taking a proactive approach to communications, ranging from the most basic social media presence to sophisticated city-wide information and outreach campaigns. As some utilities have learned recently, when it comes to communications utilities often find themselves "damned if they do and damned if they don't", but this has only underscored the importance of strong and proactive engagement with the community.

From an organizational perspective, long-standing concerns about succession planning and generation gap differences remain. Expertise in the information technology (IT) field, in particular, will present unique challenges in the future. The trend toward the smart utility of the future is, however, also presenting new opportunities to tap into 'home-grown leaders' and further engage employees from across the generational spectrum.

Mark your calendars now and plan to attend this important exploration of *Leadership Strategies for the Smart Utility*. A preliminary agenda, along with registration and hotel information will be available soon.