



**Water Environment
Federation®**
the water quality people®

Clean Water Act 40th Anniversary

NACWA Policy Forum
April 24, 2012

Eileen O'Neill

Deputy Executive Director
Water Environment Federation



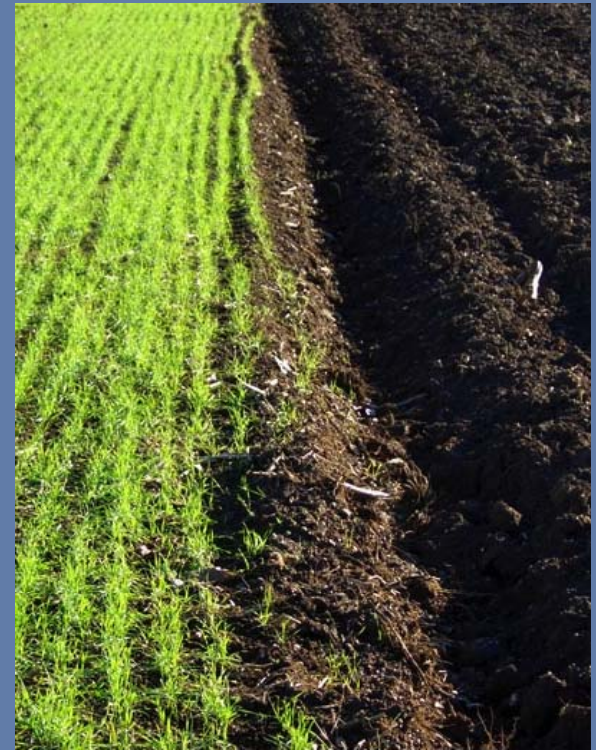
21st Century Challenges...

1970s Legislation



21st Century Opportunities...

1970s Legislation



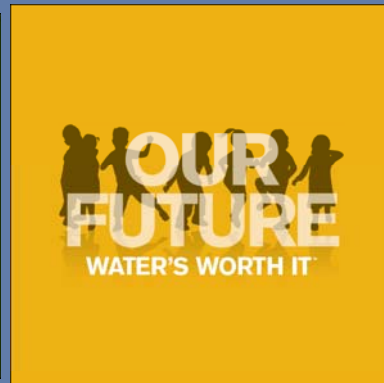
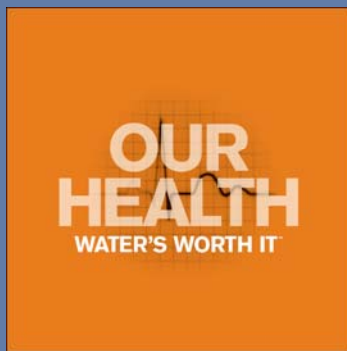
Make the case for...

- Value of Water
- Need to think about water differently
- Importance of Investing in Water



WEF's New Messaging Campaign

WATER'S WORTH IT



www.WatersWorthIt.org

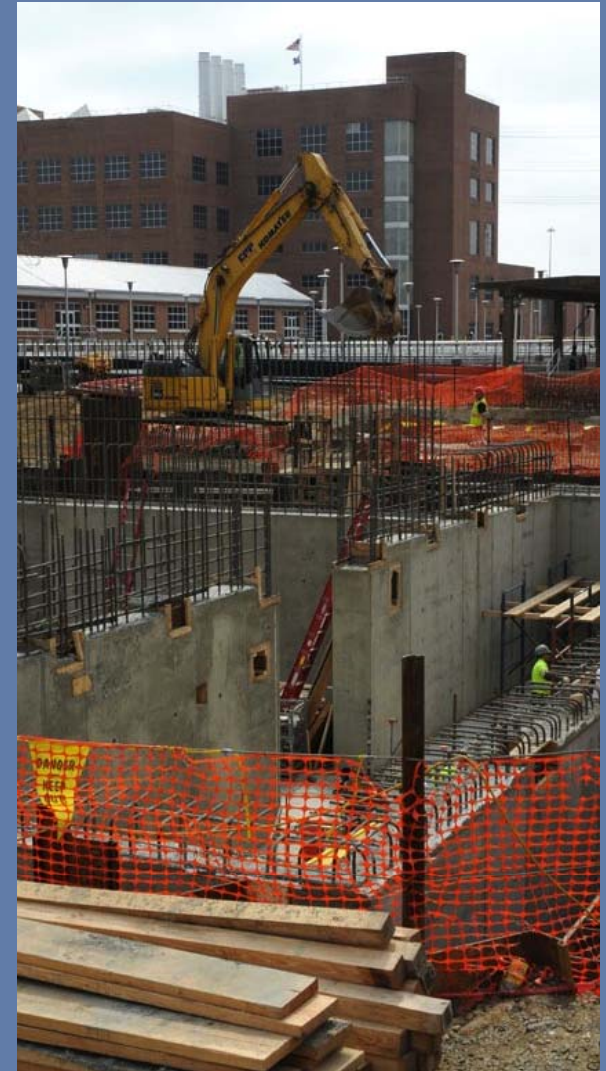
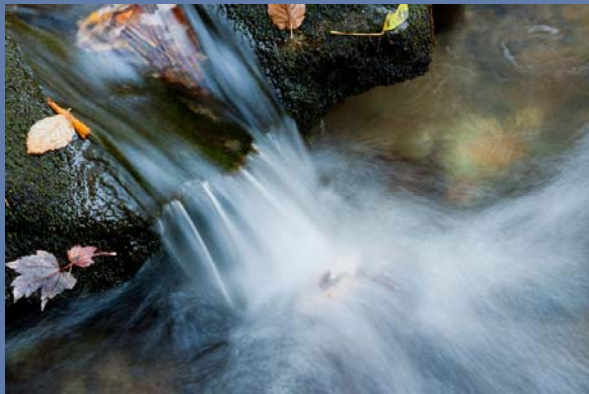
WATER'S WORTH IT™



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Water Principles For the Next 40 years...

- Creativity
- Enabling Environment
- Investment



Water Principles For the Next 40 years...

- Research/Knowledge Development
- Our Next Generation



**Great
Careers**
for a Great Cause



**Work
for Water**
www.workforwater.org


American Water Works
Association


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