

New Names ... Same Clear Commitment

Ken Kirk
Executive Director



What's in a name?

- For decades, wastewater treatment agencies and organizations identified with what they took in (e.g. sewage, industrial wastes, etc.) . . .



. . . and the public viewed them as “polluters”, anti-environmental, and less than trustworthy.



Utility names aligned with the task. . .

- Alexandria **Sanitation** Authority
- Western Carolina Regional **Sewer** Authority
- Unified **Sewerage** Agency of Washington County
- Green Bay Metropolitan **Sewerage** District

. . .did their jobs and tried to remain invisible to the public.



And national organizations stayed true to their members. . .

- The Association of Metropolitan **Sewerage** Agencies
- Federation of **Sewage Works** Associations (1928)

Federation of **Sewage & Industrial Wastes**
Associations (1950)

Water Pollution Control Federation (1960)



Changing Times=Changing Attitudes

- U.S. surveys of public opinion tell us that Americans believe:
 - That they have a right to clean water.
 - That clean water has no local boundaries.
 - That the economy is inextricably linked to the nation's waterways.



Changing Times=Changing Attitudes

- In the past 10 years. . .

Water sector agencies and organizations are changing names to reflect both their proud purpose and their product.

- Purpose – Environmental protection, water reclamation, water resource recovery, habitat restoration, etc...

- Product – Clean Water



Sometimes a tough transition. . .

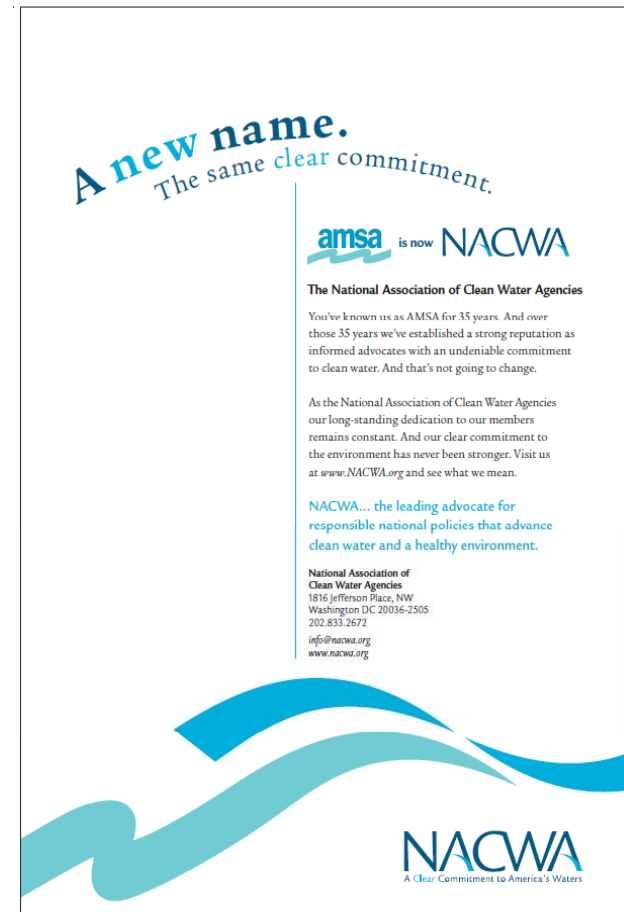
- 1970-2005
The Association of Metropolitan Sewerage Agencies - AMSA
- Mid-1990 –
Name change proposed – rejected
- 2000 (30th Anniversary) –
Name change again proposed – Shift to AMSA (acronym only)



2005 - Name change embraced. .

- On 35th anniversary AMSA becomes. . .

The National
Association of
Clean Water Agencies



2005 - New Strategic Plan & Big Audacious Goal

Core Purpose:

- Be the leading advocate for responsible national policies that advance clean water.

Big Audacious Goal:

- When people say environmentalist’– they think of us first.”



Same True for WEF. . .

- Water Pollution Control Federation → Water Environment Federation in 1991
- And today. . . WEF has universally replaced the term “wastewater facilities” with “water resource recovery facilities”




What's in a name? A lot!

- Alexandria Sanitation Authority →
Alexandria Renew Enterprises
- Western Carolina Regional Sewer Authority →
Renewable Water Resources
- Unified Sewerage Agency of Wash. County →
Clean Water Services
- Green Bay Metropolitan Sewerage District →
NEW Water



New challenges & opportunities changing the game. . .

- Water and its management are viewed more holistically;
 - Existing silos for Drinking Water, Wastewater, Stormwater are being replaced with 'One Water' approach;
 - Green infrastructure is becoming a viable alternative to gray;
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New challenges & opportunities changing the game. . .

- Water reuse, renewable energy, and climate adaptation present challenges and opportunities;
- Social media is playing an increasing role;
- Value of water receiving renewed attention;
- *Water Resources Utility of the Future* emerging.



. . .and the name game.

Reuse
Energy
Social Media
WATER
Watershed
Climate
Value
Infrastructure

