

**2024 PNCWA Communications Camp:
Educating the Next Generation on the Importance of Water**

Thursday, October 24
Spokane County's Water Resource Center
1004 N Freya St, Spokane, WA

\$190 members / \$205 non-members

Lunch, coffee, and snacks included

CEU's Requested: 0.65

8-8:30 – Check-in & Registration

8:30-8:45 – Welcome, Introductions

8:45-9:15 – How Well Do You Know Water

Loralyn Spiro, City of Springfield & Metropolitan Wastewater Management Commission; PNCWA Communication & Outreach Committee Chair

This interactive game will test attendees on their knowledge of the world of water and provide everyone with an opportunity to get to know each other.

Loralyn Spiro has worked in the communications and marketing field for more than 25 years. She is the Communications Supervisor for the City of Springfield's Development and Public Works Department and Eugene Springfield's Metropolitan Wastewater Management Commission. Loralyn graduated from the University of Oregon with a Bachelor of Science in Business Administration, majoring in marketing and sports marketing, and is a member of the Order of the O. In addition to PNCWA and WEF, Loralyn is a member of ORACWA, ORAPWA, and the Oregon chapter of the Public Relations Society of America (ORPRSA). She is also a past President of ORPRSA. She is also the City's representative and board member for the Springfield City Club whose mission is to promote leadership and vision for Springfield by bringing together the community for open dialogue and civic engagement.

9:15-10:15 – Engaging the Community with the RiverHealth Stewardship Grant Program

Gail Shaloun and Todd Loggan, Clackamas Water Environment Services

With limited staff allocated to watershed restoration and watershed health education, Clackamas Water Environment Services relies on partners to round out our restoration and education work. We use a competitive grant program to select the partners and projects each year. Through the RiverHealth Stewardship Program, WES has been able to involve the community in improving watershed health, educating students and the community, while also satisfying our stormwater

permit requirements. Learn how we developed the grant program and how it has progressed in its ten years.

Gail Shaloum is a Natural Resources Scientist with Clackamas Water Environment Services. She manages stream restoration projects, manages the RiverHealth Stewardship grant program, oversees the Watershed Health Education Program, and has been with WES since 2011. She has over 30 years of experience in natural resources and landscape architecture. She is a graduate of Rutgers University and Oregon Graduate Institute.

Todd Loggan is a Senior Community Relations Specialist with Clackamas County. He has over 30 years of experience leading marketing, communications, engagement, and educational campaigns in the public, education, and private sectors. He has been working with Clackamas Water Environment Services since 2018. He is a graduate of Washington State University (Go Cougs!) and Western Governors University.

10:15-10:30 – Morning break

10:30-11:30 – Mobius Discovery Center: How Education Programs and Community Engagement Go Hand in Hand in Teaching Kids about the Environment

TBD, Mobius Discover Center

Mobius sparks curiosity and ignites imaginations of all ages through exploration and play, hands-on exhibits, and STEAM learning experiences. Mobius Discovery Center provides a unique continuum of experiential learning that cultivates critical thinking and problem-solving abilities – foundational skills that create lifelong learners. Mobius is a nonprofit 501(c)(3) organization. Their mission is to create innovative experiences that equip and inspire creative problem solvers of all ages.

11:30-12:15 – Clean Water University

Loralyn Spiro, City of Springfield & Metropolitan Wastewater Management Commission; PNCWA Communication & Outreach Committee Chair

The Metropolitan Wastewater Management Commission and the City of Springfield, along with the City of Eugene and support from other community partners, offer the Clean Water University program to Eugene-Springfield area 5th grade classes, free of charge. Traditionally held in person in the fall at the MWMC's Regional Wastewater Treatment Plant, Clean Water University provides an opportunity to learn about wastewater, stormwater, and drinking water. The program's overarching goal is to teach students about the importance of clean water.

Attendees will learn how the program was developed and refined over the past 15 years to meet agency and teacher goals.

12:15-1:00 – Catered Lunch

1:00-2:30 – Tour of Spokane County’s Water Reclamation Facility

Hannah Thomascall, Spokane County Public Works

The content for the general public tour of Spokane County’s Water Reclamation Facility (WRF) will be presented to the tour group. Verbal explanations, graphics, and physical samples will be used to describe the process used at the treatment plant to communicate how each process treats wastewater.

Hannah Thomascall has worked at the Spokane County Regional Water Reclamation Facility (SCRWRF) since 2021 and is currently the Water Reclamation Project Manager. Before working at the SCRWRF, she worked in environmental permitting and at an engineering consultant firm. Hannah has a bachelor’s degree in Biosystems Engineering from Auburn University.

2:30-2:45 – Afternoon break

2:45-3:45 – No Child Left Inside – Spokane County’s Water Education Program

Laura Goff and RaeAnn Nolander, Spokane County Public Works

Join Spokane County Water Resource Educators to learn about the Wetland Explorers curriculum and field experience that hosted over 1700 5th graders over 6 weeks at the newly restored Saltese Wetlands and Doris Morrison Learning Center. The program immersed students and teachers in genuine field science at, and in, the wetland to learn about water quality, the value of a managed wetland habitat and the beneficial role that wetlands play in our ecosystem and community. This is the outdoor learning component of our water education efforts in Spokane County.

Laura Goff has an M.Ed in Science Education from the University of Washington with a Graduate Certificate in Environmental Education from Islandwood. She has over 15 years of experience as an environmental outreach and education specialist. This experience includes time with the US Forest Service, Snohomish Conservation District, The National Park Service, and Spokane County Public Works where she serves as a Water Resource Education Specialist.

RaeAnn Nolander holds a BA in Elementary Education from Whitworth University. For 23 years she has taught in a variety of learning environments including classroom teaching and as a K-6 Science Specialist for Spokane Public Schools, HeadStart, cooperative preschool, K-12 TEC home school cooperative and more. She currently shares her enthusiasm for environmental education with Spokane County Public Works as a Water Resources Education Specialist.

3:45-4:30 – Why Color Theory Matters to Your Water Agency’s Education Programs and Community Engagement

Loralyn Spiro, City of Springfield and the Metropolitan Wastewater Management Commission

Color theory is an art and design principle that encompasses the ideas, principles, and applications of color, and includes three elements – the color wheel, color harmony, and color application or context. While all three are important, color harmony is the most important to be considered by communicators for its complexity due to our responses to color being both emotional and intellectual. Water Agencies and communicators need to keep this in mind when branding or rebranding their agency. Learn how color can help tell your agency’s mission, vision, values, and overall story to community members and how it can strengthen your engagement with them.

4:30-4:45 – Feedback & Wrap-up