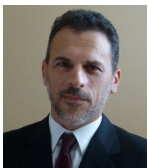


Conference Speaker Biography



Stephen Groner is the founder and president of S. Groner Associates (SGA) a social marketing firm that designs social marketing programs targeting environmental issues. Stephen has conducted social marketing workshops across the country for EPA, community colleges, environmental industry organizations and State regulatory agencies. In addition, Stephen's firm SGA recently won the prestigious Silver Anvil award from the Public Relations Society of America for the best public service campaign in the country for a project with the US EPA Region 9.

A registered environmental engineer by training, Stephen and his firm bring a unique mix of technical knowledge and creative communication skills to addressing environmental communication issues. Now in the firm's 15th year, Stephen's firm has a staff of 15 people that combines experts in social psychology, environmental science, journalism, graphic design and online/social media.

Stephen is also very active in his community and serves on the board of three non-profits, Friends of Ballona Wetlands, the US Zero Waste Business Council and Social Venture Partners.

What People Are Saying...

"I enjoyed and learned a lot in the workshop. It should be a mandatory workshop to take." ~ James Inouye, Environmental Coordinator at American Honda

"Thank you all for your hard work and for making the City's Stormwater Program the leader that it is. I'm so glad we have you on our team!" ~ Joyce Amaro, City of Los Angeles

CWEA and its Board, members and volunteers are not responsible for the actions of speakers or the contents of their papers, and no endorsement is implied or given of any persons or their philosophies, ideas or statements; nor of any products or processes; nor of any organizations or companies who volunteer to serve as speakers at the conference or exhibitors who purchase display space in the exhibit.



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CWEA One Day Specialty Workshop

Community Based Social Marketing: Strategies to Influence Change



Wednesday, October 16, 2013
San Francisco International
Airport Museum
International Terminal,
San Francisco, CA 94128

Thursday, October 17, 2013
City of LA Media Center
2714 Media Center Drive
Los Angeles, CA

Brought to you by:
CWEA, its
Public Education Committee,
San Francisco Bay Section,
Santa Clara Valley Section &
Los Angeles Basin Section

Strategies to Influence Change Overview

Community Based Social Marketing is an effective way to influence behavior and create communication plans that generate true, lasting results.

By helping public education and management sector employees to discern what motivates people, attendees will leave with resources that lead to proficiency in developing effective marketing and behavior change plans.

During this workshop, you will gain the tools and techniques to more effectively use your budget, whatever size it is, to reach and communicate with the public and make lasting change in behaviors that impact water quality.

Topics covered will include:

- ◆ Outreach Campaign Strategies-Getting to Behavior Change
- ◆ Developing Motivators-Cialdini's Six Powers of Persuasion
- ◆ Building a Communications Plan
- ◆ Developing Tactics from Social Media and Applying it to an Event
- ◆ Evaluating your Social Marketing Program



Who Should Attend:

Public Information Officers/Communications Managers, Pollution Prevention Specialists, Community/School Outreach Coordinators, Plant Managers, Environmental Compliance Inspectors, and anyone with an interest in learning effective communication skills that help guide stakeholder actions.

All Vocations to this training applies for CWEA Recertification Contact Hours:

- ◆ Collection System Maintenance – CSM
- ◆ Environmental Compliance Inspector – ECI
- ◆ Laboratory Analyst – LAB
- ◆ Biosolids — BLAM
- ◆ Plant Maintenance — PM
- ◆ Mechanical Technologist — MT
- ◆ Electrical Instrumentation — EI
- ◆ Industrial WWTP Operator — IWTPO

Workshop Schedule

8:30 to 9:00am	Registration/breakfast
9:00 to 10:00am	Outreach Campaigns that Work—Community Based Social Marketing
10:00 to 10:30am	What Motivates People?
10:30 to 10:40am	Break
10:40am to 12:00pm	Planning and Communicating
12:00 to 1:00pm	Lunch (provided)
1:00 to 2:00pm	Designing Feedback and Program Evaluation

Earn up to 4.6 CWEA Contact Hours!



CWEA Specialty Conferences
 7677 Oakport Street, Suite 600
 Oakland, CA 94621
 Phone: 510-382-7800 ext.107
 Fax: 510-382-7810
 Register online at
www.cwea.org/conferences

Public Education Registration Form

First Name _____ Last Name _____ Name for Badge _____

Agency/Company _____

Address _____

City _____ State _____ Zip Code _____

Attendee's Email Address _____

Phone _____ Fax Number _____

Emergency Contact _____ Phone _____

Special Services: Please check here if you require special accommodations to fully participate. Attach a written description of your needs.

If you are a current CWEA , WEF or CA-NV AWWA Member please enter your # here: _____

Current membership required for member rates.

Register for:	Before 10/9		After 10/9	
	Member Rate:	Regular Rate:	Member Rate:	Regular Rate:
Thur., October 16, Northern	<input type="checkbox"/> \$95	<input type="checkbox"/> \$169	<input type="checkbox"/> \$115	<input type="checkbox"/> \$189
Thur., October 17, Southern	<input type="checkbox"/> \$95	<input type="checkbox"/> \$169	<input type="checkbox"/> \$115	<input type="checkbox"/> \$189
Student	<input type="checkbox"/> \$0			

You must include proof of being currently enrolled in 9+ units with your registration form.

Method of Payment:

Check: Payable to CWEA 2013 Pub Ed Specialty Conference

Purchase Order—Must be attached to registration form

Visa Mastercard American Express Discover

Credit card #: _____

Expiration Date: _____

Name on the card (please print): _____

Signature: _____

If more than one person from your agency, please photocopy and submit one form for each person.

Written cancellation notice is required, and must be received at least 15 days prior to the conference date. A 25% service fee shall be retained on all cancellations. No refunds shall be given for cancellations made less than 15 days prior to any conference.

All fees for conference registration shall be paid in full at the time of pre-registration or on-site registration. Full payment may be made by credit card, personal check or company/agency check. Purchase orders are acceptable and must be attached to the registration form. Registrations received by CWEA without full payment or purchase order will not be processed.

REGISTER ONLINE AT www.cwea.org/conferences
CREDIT CARD PAYMENTS MAY BE MAILED TO THE CWEA OFFICE OR FAX COMPLETED FORM TO (510) 382-7810

Location Information:

October 16: Northern California
 San Francisco International Airport Museum
 International Terminal
 San Francisco, CA 94128

October 17: Southern California
 City of LA
 Media Center
 2714 Media Center Drive
 Los Angeles, CA 90065