



catalyst 2018

Catalyst is a mastermind program for water educators and communicators. This program is a collaborative partnership between Rogue Water, San Antonio Water System, TAWWA and WEAT. The goal is to empower water educators from across the state of Texas with the ABCs of water communication-- assessment, branding, content, and strategy while also inspiring them through collaboration and case studies. This is a traveling summit where we learn as we explore and use San Antonio as our classroom.

Participants will gain access to speakers, both inside and outside the industry, who have demonstrated knowledge and impact in public engagement. Participants will be engaged, empowered and equipped with the tools to more effectively deploy their programs.



June 20 - 22, 2018



El Tropicano Hotel
San Antonio, Riverwalk
 110 Lexington Ave

Community

Wednesday, June 20: 5:30-7:30 pm: El Tropicano Hotel

5:30 pm **An Evening Along the River**
 Conversations with Friends

Mission

Thursday, June 21: 8:30-9:00 am: El Tropicano Hotel

8:30 am **But Why?** Why we do what we do. Education & Communication: The difference.
Greg Wukasch External Affairs Manager, San Antonio Water System

Strategy

9:00 am - 10:00 am: El Tropicano Hotel

9:00 **Winning Over the Gatekeepers** Using the IQ/EQ equation to incite action.
George Hawkins CEO, Moonshot, Executive in Residence, XPV Partners

9:30 **Tackling the Whirlwind** Tent meetings, scoreboards, and health checks.
Greg Wukasch External Affairs Manager, San Antonio Water System

10:00 **Round Table**

Branding

10:45 am - 12:00 pm: The Paramour

10:45 **Pssst..your program is a brand. Now what?** Secrets of branding for water education.
Duke Greenhill VP Creative and Strategy, J.O. Design

11:15 **Tying it all together.** Bridging the best of both worlds.
Rogue Water Stephanie Zavala (CEO) and Arianne Shipley (COO)

11:45 **Round Table**

Lunch

12:00 - 1:00 pm: The Paramour

Content that Connects**1:00 - 4:00 pm: Jazz Texas, The Pearl**

1:00 Perception vs Reality Corona Environmental Consulting study on customer perceptions.
Rogue Water Stephanie Zavala (CEO) and Arianne Shipley (COO)

1:30 Next Generation Learning Setting up subject matter experts for success.
Megan Yoo Schneider CEO, Seven Management and

2:00 Social Media Strategies Tips, tricks, and trends.
Jennifer Henderson President and Founder, J.O. Design

2:30 Break/Round Table

2:45 Creative Copy Writing words that get heard.
Duke Greenhill VP Creative and Strategy, J.O. Design

3:15 Video: Worth 1.8 Million Words Storytelling through video.
Ryan Beltran President and Founder, Elequa

3:45 Round Table/Wrap Up

4:00 Happy Hour (El Tropicano Hotel)/Networking/Dinner on your Own

Friday, June 22: Bus leaves El Tropicano 8:30 am

Assessment**9:15 - 10:45 am: SAWS H2Oaks Center**

9:15 Changing Course When to respectfully retire a program.
Greg Wukasch External Relations Manager, San Antonio Water System

9:45 Break

10:00 Measuring Your ROI Translating your impact to legitimize your program.
Dr. Ruthanne "Rudi" Thompson University of North Texas/Director, Dallas Env Ed Initiative

10:30 Round Table

Tour and Lunch**10:45 am - 12:15 pm: SAWS H2Oaks Center****Tribal Collaboration****12:15 - 1:30 pm: SAWS H2Oaks Center**

12:15 The Power of Partnerships Water as a catalyst for community transformation.
Rogue Water Stephanie Zavala (CEO) and Arianne Shipley (COO)

12:30 Your Local Community Case Study: CORE teacher program, SAWS
Lynne Christopher Education Coordinator, San Antonio Water System

1:00 Your National Community Case Study: Words on Water, WEF
Travis Loop Director of Communications and Public Outreach, Water Environment Federation

1:30 Your Global Community Case Study: Imagine H2O
Tom Ferguson VP Programming, Imagine H2O

Conference Ends/Arrive Back at El Tropicano**3:00 pm****THANK YOU TO OUR SPONSORS**