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LA &  
OAKLAND  
EVENTS

# Write Like a Pro: Effective Communication Workshop

## EVENT INFO

### SOUTHERN

Thursday, June 6

8:30 AM - 3:00 PM

**WRD Albert Robles Center**

4320 San Gabriel River Pkwy  
Pico Rivera, CA 90660

Register for SoCal

[bit.ly/write2024-la](https://bit.ly/write2024-la)

### NORTHERN

Thursday, June 27

8:30 AM - 3:00 PM

**EBMUD**

375 11th Street  
Oakland, CA 94607

Register for Norcal

[bit.ly/write2024-oakland](https://bit.ly/write2024-oakland)

### REGISTRATION

**\$195 Members**

**\$245 Non-Members**

*Space is limited. Register online today!*

Want to get your project presented at a conference? What is a request for a proposal? How do manufacturers and contractors work together to build and start-up projects? How do you persuade others to support a project?

Join us for an in-person, interactive workshop on the core components and subtle nuances of written communication across our industry. Through hands-on participation and engaging case study presentations, participants will learn invaluable writing skills. This workshop is recommended for anyone looking to accelerate their career by gaining communication skills project planning, design, and construction.

### PARTICIPANT OUTCOMES

- Learn about common technical documents used in the water sector and how to best approach writing them
- Develop tools for writing and analyzing common industry documents
- Apply fundamental principles and best practices of effective written communication
- Work collaboratively with team members possessing different skills, goals, and experiences

### SPONSORED BY



**BLACK & VEATCH**



Interested in being a workshop sponsor? Contact Amy Lai at 510.382.7800 ext. 103 or [alai@cwea.org](mailto:alai@cwea.org) for more details.



# Write Like a Pro: Effective Communication Workshop

## WORKSHOP SCHEDULE: OAKLAND

TIME	TOPIC/ACTIVITY	ACTIVITY OUTCOME
7:30-8:30 a.m.	<b>CHECK-IN AND BREAKFAST</b>	
8:30 a.m.	<b>Introductions</b> McKay Breuner, Black and Veatch	Establish Workshop Guidelines
8:35 a.m.	<b>Icebreaker Activity</b>	Small Group Assignments
9:55 a.m.	<b>Keynote Presentation</b> Guy Yager, Black and Veatch	Enacting Change Through Community Building and Outreach
9:10 a.m.	<b>Speaker Session: RFPs/Proposals and Request for Qualifications</b> Joyce Cheung, Central Marin Sanitation Agency	Water Industry Case Studies
9:35 a.m.	<b>NETWORKING BREAK</b>	
9:45 a.m.	<b>Speaker Session: Proposals and Qualifications</b> Clinton McAdams, Black and Veatch	Water Industry Case Studies
10:10 a.m.	<b>Interactive Breakout</b>	Proposal Activity
11:00 a.m.	<b>Speaking Session: Communication Within the Industry</b> Jonathan Liberzon, Black and Veatch	Water Industry Case Studies
11:45 a.m.	<b>LUNCH - NETWORKING SESSION</b>	
12:15 p.m.	<b>Speaking Session: Converting Public Communication into Engagement</b> Mona Favorite Hill, EBMUD	Water Industry Case Studies
12:35 p.m.	<b>Speaking Session: Communication Outside our Industry</b> Emily Otis, Katz & Associates	Water Industry Case Studies
1:15 p.m.	<b>Interactive Breakout</b>	Public Stakeholder Engagement Activity
1:05 p.m.	<b>Speaking Session: Communication Outside the Industry Communication Through Construction, Startup, and Commissioning</b> Erik Larson, Vaughan	Water Industry Case Studies
1:25 p.m.	<b>NETWORKING BREAK</b>	
1:35 p.m.	<b>Speaking Session: Communication Through Construction, Startup, and Commissioning</b> Jonathan Keaney, Walsh	Water Industry Case Studies
1:55 p.m.	<b>Interactive Breakout Session</b>	Conflict Resolution and Goal Setting Activity
3:00 p.m.	<b>CONCLUSION</b>	

JUN  
6

# Write Like a Pro: Effective Communication Workshop

## WORKSHOP SCHEDULE: LOS ANGELES

TIME	TOPIC/ACTIVITY	ACTIVITY OUTCOME
7:30-8:30	<b>CHECK-IN AND BREAKFAST</b>	
8:30	<b>Introductions</b> McKay Breuner, Black and Veatch	Establish Workshop Guidelines
8:35	<b>Icebreaker Activity</b>	Small Group Assignments
9:10	<b>Keynote Presentation</b> Guy Yager, Black and Veatch	Enacting Change Through Community Building and Outreach
9:25	<b>Speaker Session: RFPs/Proposals and Request for Qualifications</b> Alex Waite, City of Santa Monica	Water Industry Case Studies
10:05	<b>NETWORKING BREAK</b>	
10:15	<b>Interactive Breakout Session</b>	Proposal Activity
11:00	<b>Speaking Session: Communication Within the Industry</b> Jonathan Liberzon, Black and Veatch	Water Industry Case Studies
11:45	<b>LUNCH - NETWORKING SESSION</b>	
12:15	<b>Speaking Session: Converting Public Communication into Engagement</b> Chelsea Boozer, Rogue Water Lab	Water Industry Case Studies
12:35	<b>Interactive Breakout Session</b>	Public Stakeholder Engagement Activity
1:05	<b>Speaking Session: Communication Outside the Industry Communication Through Construction, Startup, and Commissioning</b> Jenn Swart, WRD Erik Larson, Vaughan	Water Industry Case Studies
1:45	<b>NETWORKING BREAK</b>	
1:55	<b>Interactive Breakout Session</b>	Commissioning Meeting Activity
2:45	<b>Closing Discussion</b>	
3:00	<b>CONCLUSION</b>	