



**AWWA NJ 2009 Fall Meeting  
September 17, 2009 – Eagle Ridge Golf Club, Lakewood, NJ**

**AGENDA & PROGRAM**



8:30 – 9:15 am Registration and Continental Breakfast  
9:10 – 9:15 am Opening Remarks – *Lindsey Olson, AWWA NJ Chair*

**Morning Technical Session (2 TCH)**

9:15 – 9:45 am **Navigating NJDEP's Website** – Karen Fell, *NJDEP*  
9:45 – 10:15 am **Regulatory Update on Groundwater Rule** – Danielle M. Mullen, *NJDEP*  
10:15 – 10:30 am Break  
10:30 – 11:00 am **Regulatory Perspective on Water Main Breaks & Boil Water Advisories** – Matt Maffei, *NJDEP*  
11:00 – 11:30 am **Main Breaks and Field Perspectives** – Keith Cartnick, *United Water NJ*

Awards Luncheon: 11:30 am – 1:00 pm

This year again, in place of an awards dinner, we shift our celebration of accomplishments and awards to mid-day. Enjoy a full BBQ Luncheon while we present the Employer Support Award, Life Member Awards, and more!

Golf Tournament (Optional)  
Scramble Format, Shotgun Start at  
1:00 pm

NEW this year! Option for Golf  
Instruction and 9-holes of golf

**Afternoon Technical Session (3.5 TCH)**

1:00 – 1:30 pm **New Ways of Interacting with the Media** – Peter Eschbach, *New Jersey American Water*  
1:30 – 2:00 pm **Media Relations Case Study** – Bernadette Sohler, *Middlesex Water Company* & Rich Henning, *United Water*  
2:00 – 2:30 pm **Media Relations Case Study** – Michael Pickel, *Aqua America*  
2:30 – 3:00 pm **Overview of How to Deal with the Media** – Ivette Mendez, *Public Relations Consultant*  
3:00 – 3:15 pm Break  
3:15 – 4:45 pm **Close Encounters with the Media! Mock Interview on Boil Water Notice** (video recording, playback & panel analysis/critique) – Moderator: Ivette Mendez, *Public Relations Consultant*  
6:00 – 7:30 pm Reception & Golf Awards