



# Spring 2016 Training Courses

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## Water Words That Work\* (WHAT EVERY WASTEWATER OPERATOR AND WATER PROFESSIONAL SHOULD KNOW ABOUT THE WORDS WE CHOOSE TO USE)

**Thursday, April 21, 2016**  
**NHDES Office, Portsmouth, NH**  
**8:30 a.m. – 3:30 p.m. Sign-in begins at 8:00 a.m.**

Make a splash with your communications! Relearn the language that everyday citizens use and you will become more confident and successful as you set out to enlighten the uninformed and persuade the undecided to take a stand or take action on behalf of clean water.

**Part 1.** The Perils of Preaching to the Choir. Learn how and why most environmental messages miss the mark. After completing this training, you will be able to spot the signs of "preaching to the choir" and recognize when you are sending messages that go over your target audience's head.

**Part 2.** The Environmental Message Method, Steps 1-4. Learn to transform professional level conservation writing into messages that are suitable for the public and your rate payers. You will learn steps 1-4 of the "Environmental Message Method:" Begin With Behavior, Foolproof Photos, Swap the Shoptalk, and the Words That Work.

**Part 3.** The Environmental Message Method, Steps 5 and 6. You will learn to incorporate storytelling techniques into your message, and how to measure the reading level of your materials and determine if it is a good fit for your audience.

**Instructor:** Eric Eckl, Water Words That Work, LLC  
**Cost:** \$150 (\$100 NHWPCA members)  
(lunch included)  
**Credits:** 6 Training Contact Hours ( \*This class has been approved for NH Drinking Water TCH)  
**Course #:** etc1529



Click here to register online <https://portal.neiwpc.org/connect.asp>

Course Title \_\_\_\_\_ Course # \_\_\_\_\_  
Your Name \_\_\_\_\_  
Wastewater License # \_\_\_\_\_ State \_\_\_\_\_  
Company/Facility \_\_\_\_\_  
Street \_\_\_\_\_  
City/Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Emergency Contact Phone #: \_\_\_\_\_

Indicate method of payment \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_  
Check No. \_\_\_\_\_ or PO No. \_\_\_\_\_ or Credit Card \_\_\_\_\_  
 Visa  Mastercard  Discover Indicate Visa, MC or Discover  
Credit Card # \_\_\_\_\_  
CVV code \_\_\_\_\_ Expiration \_\_\_\_\_  
located on back of card month/year  
Name on Card \_\_\_\_\_  
Signature Required \_\_\_\_\_ Date \_\_\_\_\_

**Mail form and payment to:**  
NEIWPC - Training; 650 Suffolk Street, Suite 410, Lowell, MA 01854  
Or fax with a purchase order to: (978) 323-7919. Registrations cannot be completed over the phone. Hard copies must be mailed or faxed.

**PLEASE NOTE:** Enrollment is on a first-come, first-served basis, so please return your application as soon as possible. We appreciate you taking time to notify us if you cannot attend a course for which you have registered. This makes a big difference to someone else who requires the training. THANK YOU!

- **Checks/Money Orders:** Should be made payable to "NEIWPC Training". **Note New Policy:** There is a **\$15.00 fee for checks returned** due to insufficient funds.
- **Registration Deadline:** You must register at least seven days in advance of the first day of the course. Registrations after this time will incur a \$15 late fee.
- **Cancellations/No-Shows:** Seven days notice is required **IN WRITING** (mailed or faxed) for you to cancel at no cost. Cancellations received after this time will be charged \$25 for programs under \$125 and \$50 for programs over \$125. Registrants who do not cancel and who fail to show are responsible for full payment.
- **Credits:** Participants must attend ALL hours of training to be eligible for Training Contact Hours. TCHs are awarded upon completion of a course. The certificates are mailed to participants. All courses listed in this catalog have been approved for wastewater license renewal credit hours only, unless otherwise noted.
- **Use one form per course.** Photocopy this page to apply for multiple courses.
- **NEIWPC reserves the right to postpone, reschedule or cancel any course as attendance dictates.**