

# NEW ENGLAND WATER ENVIRONMENT ASSOCIATION 2020-21 AWARDS PROGRAM PROMOTIONAL GUIDE



Congratulations on being honored as part of New England Water Environment Association's (NEWEA) 2020-21 Awards Program! Your award recognizes your significant contributions and years of dedicated service to New England's water industry.

Traditionally, NEWEA recognizes awardees during the Awards Ceremony & Luncheon, which takes place on the final day of our Annual Conference & Exhibit. Due to the COVID-19 pandemic, NEWEA's 2021 Annual Conference & Exhibit took place entirely virtually on January 26 and 28 and February 2 and 4, 2021. We will not be hosting a virtual awards ceremony. Instead, beginning after the Annual Conference, NEWEA will commence a several months-long digital promotional campaign to recognize recipients of our 2020-21 Awards Program.

This campaign will involve emails to our memberships, posts to our website, and posts published on our social channels. This packet has been created to provide award recipients and their employers with the materials to participate in this campaign. NEWEA has prepared sample social post content, social graphic templates, and a press release template, all which can be found in the following pages. It is our hope that by providing these easily customizable products, our awardees will be able to spread awareness about their NEWEA/WEF/EPA award without needing to invest significant time in creating new content and graphics.

Please don't hesitate to reach out to the NEWEA Office with any questions or for any assistance. Our contact information is included below.

Congratulations again on your NEWEA/WEF/EPA award! We hope these materials will allow you to share this significant honor with your colleagues and friends.

### Contact us:

Jordan Gosselin Communication/PR Coordinator New England Water Environment Association (NEWEA)

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### FOR IMMEDIATE RELEASE

DATE

Contact:
[Insert Contact]

### **NEWEA Presents [Insert Name] with [Insert Award Name]**

[insert name] has been honored with the [insert award] as part of NEWEA's 2020-21 Awards Program.

NEWEA's Awards Program annually presents awards honoring members for outstanding water industry work in a variety of categories, including safety, engineering, operations, public education, public relations, management, collection systems, laboratory expertise, and service to the organization, and recognizes awards given by the Water Environment Federation (WEF) and EPA Region One.

[Insert name] received the [insert award name], which honors [insert brief description of award.] This award recognizes [name's] years of hard work and dedication to [insert field of specialty.]

"We're pleased to have awarded [name] with [award name]," said NEWEA Executive Director Mary Barry. "Professionals in the water industry work tirelessly, often without recognition, to protect, preserve, and manage New England's water environment and access to clean water. Additionally, as a volunteer association, so much of what NEWEA does relies on the involvement of our members and volunteers. This award gives us the opportunity to recognize all that [name] has contributed to NEWEA and the New England water industry."

[Insert additional quotes from award recipient and/or colleagues if desired.]

###

2021 Executive Committee

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President Elect Frederick J. McNeill

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Vice President
Robert K. Fischer

South Burlington, VT Treasurer

Clayton "Mac" Richardson Lewiston, ME

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Dr. Marianne Langridge Denver, CO Deborah S. Mahoney

Colin P. O'Brien Andover, MA Vonnie M. Reis Framingham, MA

Andover, MA





### **About NEWEA**

New England Water Environment Association (NEWEA) is a non-profit, educational, and technical organization, which has been dedicated to preserving, protecting, and managing the New England water environment since 1929. Our organization provides opportunities that bring knowledge, expertise, innovation, and a friendly exchange of information and experience to water industry professionals throughout the six New England states. NEWEA is a Member Association of the international Water Environment Federation (WEF). To learn more, visit newea.org.



### **Sample Social Posts**

### **Twitter**

Congratulations to AWARDEE NAME on being honored with the AWARD NAME. AWARDEE NAME received this award as part of @NEWaterEnv's 2020-21 Awards Program #NEWEA21

AWARDEE NAME is the 2020-21 recipient of @NEWaterEnv's AWARD NAME! This award honors AWARDEE NAME's many years of hard work and dedication to New England's water industry #NEWEA21

AWARDEE EMPLOYER is proud to announce that AWARDEE NAME has been awarded the 2020-21 AWARD NAME by @NEWaterEnv! Congratulations on being recognized as a leading New England water professional #NEWEA21

### **Facebook**

Congratulations to AWARDEE NAME on being honored by New England Water Environment Association (NEWEA) with the 2020-21 AWARD NAME! This award recognizes AWARDEE NAME's years of outstanding contributions to the New England water industry.

### LinkedIn

AWARDEE EMPLOYER is proud to announce that AWARDEE NAME is the recipient of New England Water Environment Association's (NEWEA) 2021 AWARD NAME. This honors AWARDEE NAME's many years of experience and significant contributions to the New England water industry. Congratulations on this honor!

### Instagram

A big congratulations to AWARDEE NAME for being awarded @NEWaterEnv's 2021 AWARD NAME! This honor recognizes AWARDEE NAME's years of outstanding contributions to New England's water industry. #NEWEA21



# AWARDEE NAME

# **AWARD RECEIVED**





# AWARDEE NAME

**Award Received** 

Awardee Position Title/Reason for Recognition















# AWARDEE NAME



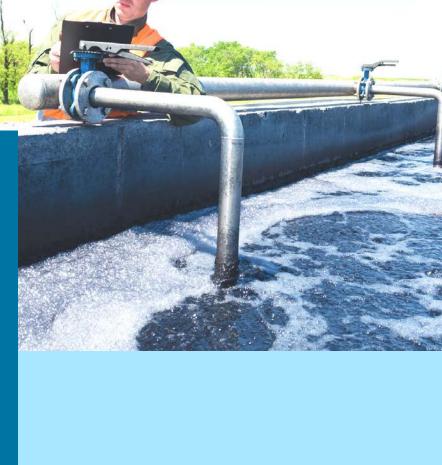




# New England Water Environment Association 2021 Award

2021 Award Recipient









## AWARDEE NAME

# AWARD RECEIVED



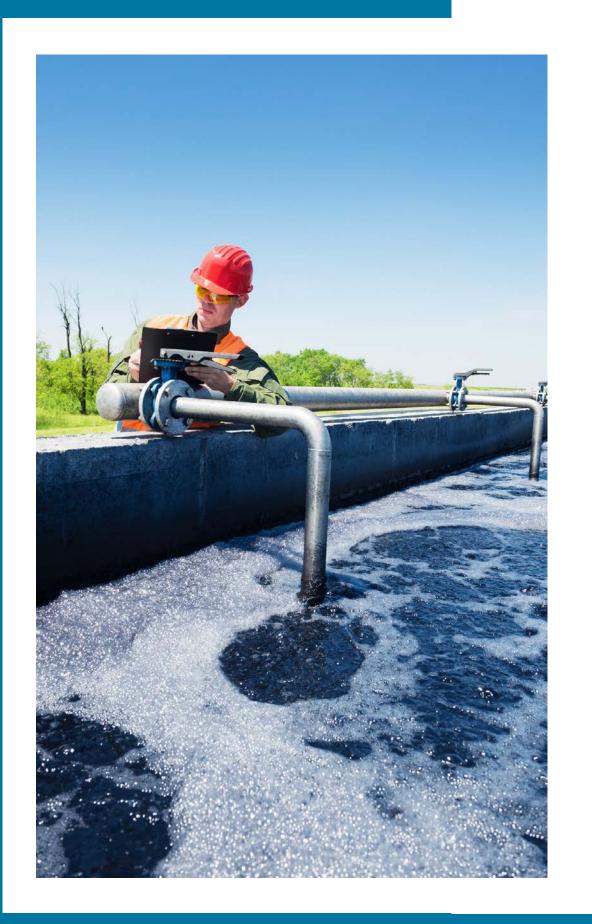
# NEW ENGLAND WATER ENVIRONMENT ASSOCIATION 2021 AWARD RECIPIENT





NEW ENGLAND WATER ENVIRONMENT **ASSOCIATION** 2021 AWARD RECIPIENT





# AWARDEE NAME



# AWARDEE NAME





# New England Water Environment Association 2021 Award Recipient





# NEW ENGLAND ENVIRONMENT ASSOCIATION **2021 AWARD** RECIPIENT