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**MEMORANDUM**


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TO: FWEA Board of Directors

July 28, 2006

FROM: John Giachino, Director-at-Large, Communications

SUBJECT: Director at Large Report

1. **Communications Management** – The first Road Show has been completed and copied to all Directors. Special thanks goes to Chris Staubus who created a really neat “Wheel of Fortune” graphic which shows our members surrounded by support and value. I would like to give the presentation to the BOD at our July 28<sup>th</sup> meeting so we can gauge the flow and make any necessary final adjustments. I am compiling Chapter steering committee dates so that I can work with the Board to identify BOD Ambassadors who will deliver the presentation to each steering committee. Ken has offered to present to the Southeast Chapter and Tom Helgeson has agreed to deliver to the West Coast Chapter. As mentioned under Number 2, I have already delivered the presentation to the Central Florida Chapter.

I am now working on a similar presentation for use with our Student Chapters. Look for the first draft for your review/comment in the next couple of weeks.

I am currently reviewing the results of our member survey to prepare a summary of feedback related to the FWEA’s image. This report will be presented to the BOD at our next meeting.

2. **Chapter Liaison** – I have obtained the Central Florida Chapter meeting schedule through their September golf tournament. I have already given an earlier version of our reshaping the FWEA presentation to the Chapter.

We intend to revitalize the Public Relations Committee and charge it with reporting on Chapter news and events (see Number 3)

3. **FWEA Committee Liaison** – After discussion during our organizational meetings, we have concluded that it is important to continue to have direct and routine contact with our committees. I have been assigned to work with the Awards (Jessica Weatherby Chair), Communications (Chair currently vacant), Public Education (John Giachino Chair), Public Relations (Inactive), Young Professionals (Brandon Selle Chair), and Stockholm Junior Water Prize 2008 Conference (Tom Helgeson Chair).

I am assisting Kart to find a new Communications Committee Chair since Chris Gaw has recently resigned. I suggest that the Board make some kind of special recognition award or acknowledgement of Chris’ his hard and outstanding work, particularly on our web site. If agreed, I will work with the Central Florida Chapter to make this acknowledgement at an upcoming Chapter meeting. I will work with the new Chair to evaluate web site enhancements, particularly those directed at augmenting FWEA’s image. See Number 1.

I intend to revitalize the Public Relations Committee and charge it with regular communication with our Chapters regarding news and events. It is our goal to publish a regular “Communications Central” column in FWRJ to report Chapter information.

4. **Student Chapter Liaison** – I have yet to reach out to FIT to get the accreditation process started. I plan to complete this action before our next Board meeting. Kart and I are planning to meet with UCF, which has announced that it will not participate in the Student Design Competition. We are hoping to change their minds, or at least better understand why they are declining to continue to field a team. This meeting will hopefully be arranged prior to our next BOD meeting.

Respectfully submitted,

John A. Giachino  
Director-at-Large, Communications

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Director at Large Board Report