



Engaging Your Community: The Power of Effective Communication

October 15, 2015

Woodstock Presbyterian Church

142 E. Court Street, Woodstock, VA

AGENDA

- | | |
|-------|--|
| 8: 30 | Registration |
| 9: 00 | Water Words That Work
Erick Eckl, Owner |
| 10:35 | Refreshment Break |
| 10:45 | Water Words That Work
Erick Eckl, Owner |
| 12:15 | Lunch and President's Address
Ben Craig, President of the Board of Directors, SV Pure Water Forum |
| 1:00 | Water Words That Work
Erick Eckl, Owner |
| 2: 45 | Local Partners Community Engagement Success Panel |
| 3:30 | Adjourn |



Eric Eckl

Biography

Eric Eckl's role models include Aldo Leopold, Martin Luther King, Maximilian Berlitz, and P.T. Barnum.

Eric loves campaigns and would run for office if he could give the job to somebody else after winning. Instead, he helps conservation and environmental organizations with pollution prevention, fundraising, and issue advocacy campaigns.

Eric founded Water Words That Work LLC as a marketing and public relations firm for nature protection and pollution control organizations.



Since 2009, the company has assisted more than 200 conservation organizations, including the National Park Service, U.S. Environmental Protection Agency, the Alliance for the Chesapeake Bay, the Southwest Florida Water Management District, the Minnesota Association of Watershed Districts, the Ogeechee Riverkeeper, and many others.

Before launching Water Words That Work, Eric managed fundraising, media relations, and publishing activities for many conservation organizations. His past employers include Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the White House Council on Environmental Quality.

Eric's skills include message development, online outreach, market research, training, and business development. He has appeared in countless media stories, including CNN and the New York Times. He is a frequent speaker at environmental, marketing, and technology conferences.

[Eric Eckl Speaker Biography](#)

Water Words That Work, LLC
905 West 7th Street, Suite 201, Frederick, MD 21701
703.829.6732 waterwordsthatwork.com