Get Into Swing! New Member DRIVE! Contest Tees Off April 1

A contest to award the chapters that attract the most new members in a short period of time will begin on April 1 and run through June 30 of this year.

The New Member DRIVE! Contest is designed to attract NEW members to APWA and to your chapter. Returning members or “We Want You Back” members do not count, only first-time members...and yes, they qualify for the special half-price membership. For $75, individuals who have never been a member can join APWA and get the benefits of membership in the organization of choice for public works professionals. New student members will also count.

There will be two winners. The Chapter that brings in the most number of new members will be recognized as a winner, as will the Chapter that brings in the most new members based on the percentage of the size of the Chapter.

Keeping with the DRIVE! theme of the contest, winning chapters will receive a “Dozen Dozen” (144) golf balls, embossed with the APWA logo. The Chapters can give away the golf balls, use them for incentives or use them as prizes for their own golf events. Members of each winning chapter will also get a 10 percent discount off any purchase of golf merchandise (golf balls, golf towels, or visors) from the APWA bookstore.

The winning chapters will also be recognized in an upcoming edition of Bridges, the online publication for chapter leaders.

To make it as easy and convenient as possible for anyone in a Chapter that can successfully recruit new members, some links to various tools are included.

Here is the link to a printable membership application: http://www2.apwa.net/Membership/PickMembershipPDF.asp

Here is the link to the Student Membership application: http://www2.apwa.net/Documents/Membership/StudentmembershipappPDF.pdf

Finally, here is the link to the APWA website where you can request hard copies of a complete membership packet to be mailed to you: http://www2.apwa.net/Membership/sendinfo.asp

For more information about the membership contest, contact Brad Patterson at 1-800-848-2792, ex. 5263, or at bpatterson@apwa.net.
You are young, out of college only a short time. You have decided that maybe public works is the profession for you.

You can see some advancement opportunities and you really do have an affinity for helping people and improving the community in which you live.

Many young professionals, relatively new to the whole public works profession, join APWA and look to take advantage of the networking and educational opportunities made available in their local branches or chapters.

There is one additional opportunity that a young public works professional must take advantage of, at least in the opinion of some of the leaders of APWA’s Young Professionals Network.

The Young Professionals Network is a new program of APWA National. The mission statement for the group is: “To recruit, develop, connect, empower and retain young professionals in APWA through increased opportunities and resources to enhance their professional development and success within the association and the public works industry.”

This Network is led by a steering committee of young professional APWA leaders from across the country and is being developed by former leaders of the Diversity Committee on Bridging the Generations.

One of the primary goals for the group this year is simple: To get more young professionals to APWA’s International Public Works Congress and Exposition and provide them with an experience that keeps them engaged in APWA for the rest of their career.

“All young professionals should have the experience that is the APWA Congress,” said Chas Jordan, the chairman of the YP Network and a management analyst for the City of Largo (FL). “It packages the entire APWA experience into one excellent week of networking, education and professional development.”

Congress is scheduled for August 26–29 at the Anaheim (CA) Convention Center. Among the events at Congress this season include the Opening Session, which will feature an address from Bob Woodruff, the award-winning television journalist, who was wounded and severely injured when his car hit an improvised explosive device (IED) in Iraq.

The Opening Session follows the First-Timers Breakfast, designed to give those attending the event for the first time an idea of how to best manage their time while in Anaheim.

“Your first time at Congress is definitely a whirlwind of new experiences and meeting new people,” Jordan said. “The First-Timers breakfast is an excellent program that the Diversity Committee puts on to help new attendees navigate Congress and to help them to realize its full potential.

“We plan to hold a roundtable with Young Professionals immediately following the breakfast to continue to develop the Network and programs that will build on this very important membership base,” he added.

The Young Professional Network meeting is scheduled for 8:30 a.m. on August 28, and the YP networking reception is slated for Monday night, August 27. Younger members of the public works profession should attend both of those functions, but the real reason to come to Congress is to network with other professionals and to become better educated in the latest technologies, trends and successes in public works.

“The educational program at Congress is the best for any type of professional in public works,” Jordan added. “Whatever your primary interest is in the public works field, there are seminars and educational programs designed for you.”

(continued on page 3)
There is an entire track of learning opportunities geared directly to those with less than a few years of experience in the public works field.

Jordan has been attending Congress since he was a participant in the Emerging Leaders Academy’s first class in 2008. Since that time, he has had the opportunity to get to know many of his fellow young leaders from around the country. One of those other young leaders in the public works community is Laura Kroeger, assistant manager, Design, Construction and Maintenance Program for the Urban Drainage and Flood Control District in Denver (CO).

She agreed with Jordan’s assessment of the Congress experience. “I look at attending Congress as a renewal,” Kroeger said. “I always come back energized with new ideas from general and education sessions and appreciate the social opportunities to get reacquainted with friends from across the country and world.”

Today, when “doing more with less” means that there is a need for a better educated, a more well-rounded and versatile workforce than ever before, there is no better opportunity for young public works professionals to make themselves valuable to their organizations.

Understanding that it is more problematic for younger members of the profession to either get approval for travel to such events as Congress or to have the discretionary income to pay for it on their own, Jordan makes a point about return on investment.

“The association provides a discounted rate for young professionals to attend, providing your organization a little savings in registering new, young employees for Congress,” he said. “The best part is, for this discounted registration, you get years of payback in a solid, well-educated, motivated employee.”

Kroeger urges young professionals to be able to point to certain seminars or educational sessions that they might attend and track any cost savings that might come from having sat in such a program.

“Make sure you let your superiors know, as well as your electeds, how not only you but your organization benefited from Congress. What new approaches were implemented or cost saving techniques learned. The true Congress experience is about professional growth and information sharing and then taking that back to your community and applying this new energy and knowledge to those you serve.” she said.

There are educational programs in career and personal development, emergency management, construction management, sustainability, facilities, management, stormwater/flood control, fleet services, parks and grounds, snow and ice and others.

“There will be something that will be of value to you, no matter what area of public works you are involved in,” Jordan said.

To register for Congress, go online at www.apwa.net/congress or call 1-800-848-APWA.

If you are a public works young professional, come to Congress in Anaheim to learn about the brand new Young Professionals Network and help set the course for “the next generation in public works.”

Chas Jordan is a management analyst for the City of Largo (FL), a member of the Florida Chapter and the chairman of the APWA Young Professionals Network. He can be reached at cjordan@largo.com

Laura Kroeger is assistant manager, Design, Construction and Maintenance Program for the Urban Drainage and Flood Control District in Denver and a member of the Colorado Chapter. She can be reached at lkroeger@udfcd.org.
The APWA Board of Directors voted in February to go forth with a new membership benefit.

For a slight increase in member dues, members will now receive access to hundreds of education programs and other products in APWA’s new 24/7 Online Education Library as part of their membership benefits package. The dues increase of $15 will allow members to access thousands of dollars of education and training materials free.

To help members understand this new benefit, which will take effect in July, two informative PowerPoint presentations have been developed by APWA National that will help explain the increased value the new membership model provides.

The presentations make the point that membership in APWA is now a better deal than ever before with the amount of education and training information that will be made available at no additional charge. APWA staff members are available to travel to Chapters throughout the spring and early summer to make presentations on the new enhanced membership structure.

The first PowerPoint presentation addresses the enhanced value membership structure and answers questions chapters or their members might have. The second PowerPoint presentation combines benefits of the new 24/7 Library with the existing “APWA Membership – What Can It Do for You?” presentation which details current benefits and services available to APWA members.

In the past, members paid for such items as the Click, Listen and Learn programs. Typically, the CL & L programs have cost APWA members $175 with nonmembers paying $300. Under this new model, literally hundreds of educational offerings and resources will be available on the APWA website at no additional cost, beginning July 1, 2012.

“If you take advantage of one resource, you will have paid for your increase,” said David Dancy, director of marketing for APWA.

“It has sometimes been difficult to attract members from the very small communities,” Dancy said. “They could not justify the cost of a Click, Listen and Learn program for a small staff nor did they have the time to watch it on a set date and time. With this added benefit, membership dues pay for as many educational offerings as the members want to view during the course of an entire year.”

In addition, Continuing Education Units (CEUs) and Professional Development Hours (PDHs) will be easier and less expensive too. These units are important to many members as indication of personal or professional growth. Now, not having to pay for educational offerings will allow members to take advantage of so many more educational and training materials than they have ever been able to before. CEUs/PDHs earned at events or conferences put on by the chapter or branch will also be free to members, as will the recording of the CEUs/PDHs. There will still be a fee for recording of CEUs/PDHs for nonmembers.

The PowerPoint presentations are a perfect vehicle to use to explain the new process to chapter members. It can also be used as a tool to help chapters bring in new members.

In case there are questions from anyone in your chapter/branch, here is a link to Frequently Asked Questions (FAQs). The FAQs should assist you as a chapter leader in addressing any concerns your members might have.

Here is a link to the FAQs: http://www2.apwa.net/documents/MembersOnly/Chapter-Resources/Documents/FAQ.pdf
The Maine Chapter, like most APWA Chapters, was looking for a way to increase the visibility and effectiveness of their National Public Works Week efforts.

Maine’s outreach efforts during NPWW were pretty similar to what many other chapters do. Activities include members addressing elementary, middle and high school classes, with younger students getting the opportunity to see and climb on the equipment Maine Chapter members bring to the schools. The chapter also received a proclamation from the governor and other legislators.

The members of the Maine Chapter have been very conscientious about NPWW activities in the past years. There were many separate events conducted in individual communities all across the Pine Tree State.

“There were a number of small, local events in individual communities,” said Erik Street, a past president of the Maine Chapter, who is spearheading Maine’s NPWW effort in 2012. “There has never been a collective effort.”

The Maine leadership determined in 2011 that this year’s event would be one that reached residents and members in all parts of the state.

If you have any questions about how to access the PowerPoint presentations, or have concerns that are not addressed in the FAQs, contact David Dancy at 1-800-848-2792, ex. 5250.

To request that a National staff member give a presentation on the new membership structure at one of your chapter’s events, please contact Brian Van Norman, director of chapter relations at 1-800-848-2792, ex. 5260, or Brad Patterson, chapter membership manager at 1-800-848-2792, ex. 5263.

Maine Chapter has big plans for National Public Works Week

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National Public Works Week is scheduled for May 20-26. The theme for this year’s event is “Public Works: Creating a Lasting Impression.” Many chapters, including Maine, will have some activities that begin on Saturday, May 19.

The chapter leaders would like to model National Public Works Week after another statewide event. “Maine Maple Sunday” has grown from a small local happening into a major event. The major media outlets in the state list all of the events around the state where residents—as well as tourists—can see, touch, feel, experience and taste all things maple syrup.

Maine Maple Sunday is an event put on by the Maine Maple Producers Association and is always held the fourth Sunday in March.

In 2012, there will be three regional display events, one at the Kittery Trading Post in Kittery on May 25, one at Cabela’s in Scarborough on May 19 and one at the Auburn Mall in Auburn, ME on May 18.

Participating communities will be able to showcase some equipment, have a display about their community and staff will be on hand to interact with the public.

(continued on page 6)
Other communities around the state are also putting on their own local events throughout the week. That ensures that no one community feels left out of the campaign.

The chapter recognized that it needed help in promoting the event, so it authorized use of $2,750 to employ the Maxwell Media Group to promote the event. The Maxwell Media Group brings expertise in marketing, public relations and media relations to the chapter.

“That was important,” Street said. “We felt that was a real weakness. We did not know anything about media relations and promoting the event.”

The NPWW campaign in Maine hopes to convey the depth of services provided by public works individuals and departments.

“One of our goals is to convey to the public what we, as public works professionals, do for our communities,” said Street. “They see the big stuff—like snow plowing, street sweeping and trash collection, but I would guess that most residents don’t have a good understanding of what we really do…storm water issues, sewer, environmental requirements and reporting, construction contracts, utilities, community events, role as a first responder. We could go on and on.”

“With taxes and the economy on everyone’s mind, citizens need to know what they are getting for their money and see the value,” he added.

Equipment will be staged to promote each service (tree trimming, snow removal, etc.) and staff will be available to talk about the equipment and its function, and there are plans to display information about the participating communities, such as the population served, the number of public works employees, road miles, square miles, etc. Invitations will be sent to public officials from the area.

There will be all sorts of activities for the young people. The young’uns will be able to get into the equipment on hand and will be able to take home some promotional items to remember the event by. There may even be a few community mascots that make an appearance.

Another exciting aspect to the National Public Works Week effort is that the Maine Chapter is working with Time Warner Cable to film a four-minute spot that will be aired on the local TWC channel in April. There will be a brief interview with Maine Chapter President Bob Burns to discuss National Public Works Week. Burns will also address how technology is impacting public works. Plans call for filming in three or four communities to show some specialized equipment and to interview some public works employees, who can share their own experiences in how technology has been used in data collection, vehicle maintenance and/or in snow plow operations.

“We need to do a much better job promoting our profession, and National Public Works Week is a great opportunity for us to bring awareness to our operations, staff and the many services we provide our communities,” Street said. “If we do it right, people will walk away understanding the value of public works and see how we impact, interact and support our communities.”

Bob Burns has been a Maine Chapter officer since 2005 and is currently the Chapter President. He can be reached at rburns@gorham.me.us.

Erik Street is a past member of the Executive Committee of the Maine Chapter. He served as president of the chapter in 2004-05. He can be reached at street@yarmouth.me.us.
The APWA International Affairs Committee is pleased to announce the Jennings Randolph Fellowship participants for 2012. Both applicants will participate in the upcoming 25th Annual INGENIUM Conference in Rotorua, New Zealand, on June 21-23, 2012. The participants will then conduct study tours on their chosen topics. As an APWA partner organization and participant in the Jennings Randolph study exchange for many years, INGENIUM will assist them with making contacts for their study. The Jennings Randolph International Fellowship Program was established by the APWA International Public Works Federation (IPWF) at the Eisenhower World Affairs Institute in May of 1987.

Kevin Chang, Ph.D., P.E., King County Department of Transportation, Seattle, Washington

As a transportation professional who focuses on school safety issues, Kevin Chang, Ph.D., P.E., considers school zone safety as a discipline that can benefit from international comparison and study.

Kevin will study school zone safety in New Zealand and will take a comparative look and evaluation of treatments in both the U.S. and New Zealand. His evaluation will include a comprehensive evaluation of signage, marking, walkways and other safety enhancements that have been implemented in both nations.

Carla Dillon, D.P.A., P.E., Engineering Supervisor, Orange County Sanitation District, Fountain Valley, California

A study tour in New Zealand poses a unique international learning opportunity for Carla Dillon, D.P.A., P.E., since this is one of few countries with national policies on odor. Carla is an engineering supervisor with the Orange County Sanitation District (OCSD) and currently leads a technical team responsible for controlling odor and corrosion, which is accomplished through prevention, treatment, monitoring, olfactometry, and investigation. Optimization and research are continually conducted to lower costs or find more effective methods of controlling odor and corrosion. She has also been involved in the development of an odor master plan and OCSD’s strategic initiative for odor control.

During the tour, Carla will study how New Zealand implements its national odor policies and regulations. She will study the design and operation of odor treatment facilities, methods used for computer modeling of odors, and techniques for monitoring and assessing odors.
**City of Mississauga wins National CPWA Public Works Week Award for 2011**

Kealy Dedman (third from right), Ontario CPWA Rep and 2011 Ontario Chapter President, is shown here awarding Mississauga’s CPWA NPWW award to the City Council in Mississauga. Mayor Hazel McCallion looks on as Transportation and Works Commissioner Martin Powell receives the award. McCallion is over 90 years old and has been Mississauga’s mayor for 33 years, holding office since 1978. She is affectionately called “Hurricane Hazel” by supporters as well as the media at-large for her vibrant outspoken style of no-nonsense politics.

Mississauga has been a winner in our Metro category several times in the past. There are a total of 5 awards categories—by city size—for the awards that recognize the best events for public works week. The cities are quite proud of these awards.

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**A Collection of Frequently Asked Questions (FAQs) from the Departments of APWA**

**Click, Listen & Learn FAQs**

**What is a Click, Listen & Learn?**

It is APWA’s series of interactive Internet educational programs. Hear it through your speaker phone; see it on your computer. Each program is led by top experts in the field who convey new ideas, new methods, and new technologies in a fast-paced two hour time frame.

**Where is it held?**

Right in your own office. All you need is a speaker phone for the audio portion and Internet connection for the visual portion. If you are hosting or need to train a group of 5 to 25 or more, you will need an LCD projector to hook up to a computer, a screen, and a separate phone line for the conference phone.

**Are there additional charges?**

Please call the Click, Listen & Learn team at 1-800-848-APWA for more information. (Registration fee applies for nonmembers)

**Can the audience ask a question?**

For the live Click, Listen & Learns—definitely. Through use of the online Q&A chat box, questions can be keyed in directly from your computer to the presenter(s) and answered during the designated Q&A segments during the live program. Additionally, interactive polling questions throughout the program give you an idea of how your peers throughout North America are responding to the same issues facing you. If you are participating on a pre-recorded session or a rebroadcast, there is not an opportunity to ask questions.

**Should I encourage all staff to attend?**

Absolutely! The true benefit of this medium is that you can gather office and field personnel together in one spot so that all information is heard and understood uniformly. Post program discussions are encouraged to determine how the lessons learned in the broadcast can apply to your city or agency.

**Do I need to involve my IT Department?**

Not necessarily. You are using only a phone and an Internet connection. (continued on page 9)
Complete connection instructions will be sent to you via e-mail approximately a week in advance of the program. There will always be an option to participate in a test the week of the program. The web connection is easily accessible through the home page of the APWA web site at www.apwa.net on the day of the program and is password protected. The software that is used is “firewall friendly,” so you should not have any problems. For more information, check out our FAQ page at www.apwa.net/Education/CLL.

Software Support and Development Department FAQs

I forgot my password
Follow the password recovery instructions at https://www.apwa.net/Login/Reset.asp. You must know your username and the answer to your security question.

I forgot my username
Please contact APWA at membership@apwa.net or 1-800-848-2792.

How do I gain administrative rights to a chapter template website?
Please contact a chapter website administrator.
- From the chapter website, click “Help” (located in the upper right corner). Website administrators are listed under “Chapter Contacts.”

Who do I talk to if I am having problems updating our chapter website?
Depends on what the problem is. Some issues are handled by the chapter administrators and some by APWA National. I would start with APWA National. If the issue needs to be addressed by the chapter admins, we can identify what needs to be done and help you communicate those needs to them.

The credit card side of our events is not working. Who do I talk to?
APWA National at Toll-Free: (800) 848-APWA. Ask for Software Support (formerly IT Department). Keep in mind, when reporting any kind of technical issue, APWA National will need as much information as possible to properly investigate and address the issue.

If you have a basic web related problem
For technical issues your primary point of contact is APWA Development and Support. You may call us at Toll-Free: (800) 848-APWA or e-mail us at support@apwa.net. For questions related to events or information posted on the chapter site, the point of contact will be the chapter’s site administrator.

Chapter Relations Department FAQs

Brian Van Norman, director of chapter relations, bvannorman@apwa.net, 816-595-5260
- Staff contact to assist with chapter support and planning—including strategic planning, leadership training, bylaws review
- Staff contact for the House of Delegates

Brad Patterson, chapter membership manager, bpatterson@apwa.net, 816-595-5263
- Staff contact to assist chapters with membership recruitment and retention planning and implementation
- Staff contact for Bridges (chapter leaders) newsletter

Laurence Rhodes, chapter finance and resource manager, lrhodes@apwa.net, 816-595-5276
- Staff contact to assist chapters with financial management and reporting
- Staff contact to submit chapter contracts for review by National

Rhonda Wilhite, chapter relations coordinator, rwilhite@apwa.net, 816-595-5261
- Staff contact for APWA Awards Program
- Staff contact for general chapter inquiries

APWA Reporter: FAQs

Have there been any new topics added to this year’s editorial calendar?
Yes. This year is the 75th anniversary of APWA, and we’ll be printing a special 75th Anniversary Commemorative Issue of the APWA Reporter.
Is there a digital version of the Reporter that I can view?
Yes. All of our issues are posted on the Reporter web page in PDF format. They can be found at http://www.apwa.net/Publications/Reporter/ReporterOnline/.

How long should articles be that are contributed for the Reporter?
We typically ask for articles to be within 800-1200 words.

What are the mechanical requirements for sending ad materials to you?
We prefer materials submitted electronically in high-resolution, press-ready PDF format. We also accept high-resolution jpegs (maximum quality compression), tiffs and eps files. Files larger than 20 MB should not be e-mailed, but sent on a CD (with color proof) or uploaded to our ftp site: ftp.apwa.net; user name: apwa graphics; password: apwa. For more information, please contact Abbey Russell, graphic designer, at 800-848-APWA or arussell@apwa.net.

Public Works Institutes FAQs

What is an APWA Public Works Institute?
An institute is an educational/training program that concentrates on management and leadership professional development and is offered by APWA through individual chapters.

What is the difference between an academy and an institute?
Traditionally, an institute offers courses focused at professional and management development. In an academy, courses relate to increased technical abilities. Academies teach how to do the specialized functions relating to public works, and institutes teach how to manage individuals or teams doing the work.

Who benefits from attending an institute?
The ideal audience is “current first-line supervisors and up” and “those aspiring to become leaders within the profession.”

Many organizations recognize the importance of professional education when looking to hire supervisors and managers in public works departments. Institutes provide customized educational courses targeting the specialty areas within public works.

How much time will it take to complete an institute?
Individual institutes set the criteria for classroom hours. Check with your institute’s point-of-contact for this information. http://www2.apwa.net/Education/Institutes/?DISPLAY=INDIVIDUALS

How much will it cost to attend an institute?
The cost of attending an institute is set by the sponsoring chapter. That cost varies from program to program. Contact the chapter or institute point-of-contact for specific information.

What do participants receive upon completion of the institute?
Participants receive a certificate upon the completion of the institute.

What are the 10 core areas of study?
- Supervisory Techniques and Skills
- Basic Management Skills
- Communication Skills
- Leadership Skills
- Community Service/Customer Orientation Skills
- Legal Understanding
- Fundamentals of Government
- Finance
- Resource Management Skills
- Public Works Operations

What are the chapters with currently-approved institutes?
- Arizona Public Works Institute
- Florida Public Works Institute
- Georgia Certificate of Public Works Management Institute
- Illinois Public Service Institute
- Iowa Public Employees Leadership Institute
- Michigan Public Service Institute

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• Minnesota Chapter
• Mississippi Public Works Leadership Institute
• Northern California Chapter
• Northwest Public Works Institute
• Sacramento Public Works Institute
• Southern California Chapter Public Works Institute
• Wisconsin Chapter Public Works Management Institute

Education Calendar

For more information about these programs or to register online, visit www.apwa.net/Education. Program information will be updated as it becomes available. Questions? Call the Professional Development Department at 1-800-848-APWA. If you have expertise in any of the upcoming live topics, please use the online Call for Presentations form to describe your expertise and perspective on the topic. www.apwa.net/callforpresentations.

2012

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<td>Utility Coordination for Municipal Capital Improvement Projects (Rebroadcast)</td>
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= Click, Listen, & Learn program  = Live Workshop
PAWS PRINT
Discovering the World of Public Works

K-5TH GRADE PUBLIC WORKS NEWSPAPER

This 8-page newspaper created for students in grades K–5 focuses on the following:

• Overview of public works.
• P.W. Paws (APWA mascot) and Chipper.
• Highlights of the history of traffic lights, the first public works project, and public works employees as first responders.
• Many other stories, fun facts, illustrations, and activities for students to learn all about public works!

PAWS Print is an excellent outreach tool for use during National Public Works Week, May 20 – 26, 2012.

Who will benefit from PAWS Print in your community?

• Local elementary schools
• Local libraries
• Before and after school care programs
• Youth organizations
• Children attending open house events for National Public Works Week

This is a downloadable PDF file that can be read on screen, shown on a classroom smart board, or printed for distribution to students.

PB.PWPRINT • Member $25 / Non $35

To order your downloadable newspaper for elementary school students in your community, visit

WWW.APWA.NET/BOOKSTORE

Questions? Call 1-800-848-2792, ext. 5253.