

WWEMA 110th Annual Meeting – Speakers

Julie Birch



Julie Birch, General Manager of Water BidTracker, holds a B.A. in English Writing from the University of Pittsburgh and an M.A. in Journalism and Mass Communication from Point Park University, where her curriculum focused on Integrated Marketing Communications. Ms. Birch has been with Water BidTracker’s parent company, Technology Publishing Company, since 2004, holding increasingly responsible roles in marketing, content creation, and product development for the company’s existing lead service and data platform, Paint BidTracker. She has fourteen years of experience working in the construction lead service industry, managing and creating data driven products like Water BidTracker.

Linda Hanifin Bonner



Linda Hanifin Bonner, Ph.D, CAE is the Executive Operations Manager for the Water Design Build Council (WDBC) with over 35 years of experience in the water/wastewater industry. She provides a unique blend of organization, governance, and financial management at WDBC and is responsible for the overall development and implementation of Board-approved projects and programs, specifically its research and education initiatives. Her professional career began as an environmental planner in Montgomery County, MD, working on water, wastewater infrastructure, and biosolids projects. Then at Hanifin Associates as President, her work supported government agencies, the engineering community, and private industry in developing solutions for water and wastewater projects; evolving in 2000, to association management services in the water industry. As a certified facilitator/mediator, experienced in focus groups and customer surveys, she conducts education programs, where she employs an experiential research-based systems model, identifying fundamental influences affecting goals and objectives, which then enables managers to be trained in collaborative working relationships. Her publications address the emerging socio-technical challenges facing technical managers and public policy officials responsible for water quality projects and programs in regulatory situations. She has a B.S. in Environmental Sciences from The Johns Hopkins University, an M.A. in Public Policy, and a Ph.D. in Organization Management. Her research dissertation addressed Public Anger and its Influences on Public Policy.

Jeff Butler



Jeff Butler is a speaker, author, and passionate millennial who helps organizations improve their retention of millennial employees. A native Californian and raised in Silicon Valley, Jeff has spent his entire life during the highest pattern of employee turnover in recorded history. Graduating from UC Berkeley with a degree in Computer Science, Jeff experienced the competition and challenges of recruiting, attracting, and retaining top talent first hand. Unlike other experts on millennials, Jeff has been in the trenches of what it means to be a millennial and what it takes to retain and keep them engaged. With Jeff’s versatile background, he has helped Fortune 500 companies and thousands of professionals across the United States – in addition to appearing on TEDx in both 2016 and 2017.

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Richard Galen



Richard Galen has been press secretary to Congressmen and U.S. Senator, Dan Quayle, and Republican Whip, Newt Gingrich and later the communications director of Speaker Gingrich. He also has extensive non-U.S. business and political experience. At the time of the dissolution of the Communist governments in Eastern Europe, he was one of a select number of Americans sent to help build a democratic political infrastructure in the region. In 1992, while at Electronic Data Systems, he managed a staff which was located on three continents, in four time zones, covering three work weeks, and which spoke four languages. He established operations in Bahrain, Saudi Arabia, the UAE, Turkey, Israel, and Egypt. In 2003, at the request of the White House, Rich did a six-month tour of duty in Iraq. He was responsible for bringing the message of the positive aspects of what the coalition was doing back to Middle America. Since 1998, he has written an on-line political column, Mullings.com, which reaches over 300,000 people per month and is read by senior reporters and political operatives of both parties. Also, with the International Republican Institute, Legacy International, and the ONE Campaign, he has been involved in developing world missions in Asia, Africa, and Eastern Europe. In Washington, DC, he is an often quoted source for major American and European news outlets, as well as a frequent guest on MSNBC and CNN.

Ed Guffee



Ed Guffee is the Owner of Rampant Works, LLC, a management-consulting firm located in Franklin, TN, which specializes in working with equipment manufacturers, distributors, contractors, and service providers across a broad spectrum of markets. He has more than twenty-three years of experience in the water and wastewater industry, including former positions as a partner at Southern Sales Company, Inc. and a Municipal Vice-President at Tencarva Machinery Company.

Scott Kelly



Scott Kelly is currently the Assistant City Administrator for the City of West Palm Beach. His role in his current position includes leadership of the Public Utilities, Sustainability, Parking, Public Works, and Engineering areas within the City. Previously, he was responsible for setting direction for the second largest water and wastewater utility in Florida as Vice President for Water and Wastewater Systems. He also previously worked in the private sector as a consultant engineer. A graduate of Georgia Institute of Technology with a B.S. in Civil Engineering, he is also a licensed professional engineer in the State of Florida, and the President of the Florida Water Resource Conference and Chair of the Florida Water/Wastewater Response Network.

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Travis Kennedy



Travis Kennedy is a 20-year veteran of creating and managing digital content designed to bring buyers and suppliers together, and he is the author of *The Sales and Marketing Nexus*, a LinkedIn Contributor; a keynote speaker, writer, husband, father, and part-time underpaid volunteer youth baseball and soccer coach.

Gene Marks



Gene Marks for the past twelve years, has written on startups, the economy, public policy, technology, and workplace issues for The New York Times, The Washington Post, Forbes, Inc., Entrepreneur, and Fox Business. A Certified Public Accountant and former Senior Manager at KPMG, Gene has run, since 1994, a highly successful ten-person financial and technology management consulting firm near Philadelphia and speaks regularly to business groups nationwide on issues and trends affecting them. He also frequently appears on Fox News, MSNBC, Sirius Radio, WABC Radio, and CNBC. Gene is the author of six best-selling books on business management including *In God We Trust*, *Everyone Else Pays Cash*, and *The Small Business Book of Lists*.

Miguel Olivares



Miguel Olivares is a Senior International Trade Specialist with the U.S. Dept of Commerce, Commercial Service - the export promotion branch of the U.S. Government. As a Trade Specialist, Miguel specializes in environmental and technology companies looking to increase their international sales. Miguel came to Florida in 2004 from Washington DC, and has been with the Commercial Service since 1997. Prior to joining the Commercial Service, Miguel was in the private sector working in international sales. He holds a Master's in International Studies from the University of Oregon, a Bachelors in International Relations from UCLA, and has studied economics at Monash University in Australia and European Union Law in France. His hobbies include fitness, writing, paddle boarding, and cooking. He's also a science and history buff. Miguel was born and raised in Southern California and never grew out of saying, "dude".

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Barbara Dunn O’Neal



Barbara Dunn O’Neal is a partner in the Chicago office of Barnes & Thornburg LLP and is a member of the firm’s Corporate Department and Associations and Foundations Practice Group. For more than two decades, Ms. Dunn O’Neal has focused her practice on representing non-profits and related organizations involving several legal issues, including meetings, hospitality, and travel law; contracts; employment law; computer law and trademark and copyright law; litigation and risk management; administrative law; taxes; antitrust; and governance issues. In addition to her non-profit client base, she counsels clients in the travel, tourism, hospitality, incentive, and meetings industries. Ms. Dunn O’Neal serves as outside legal counsel for WWEMA.