
From: Benzie, Richard (DEQ)
Sent: Tuesday, November 26, 2013 9:57 AM
To: Shekter Smith, Liane (DEQ)
Subject: RE: 2014 Communications planning: NEED YOUR HELP

I will canvas the District Supervisors, but I think our involvement with the Department of Treasury, the Director and the Governor on the KWA/Flint pipeline negotiations that included DWSD was a major accomplishment although we may not want to advertise it.

From: Shekter Smith, Liane (DEQ)
Sent: Tuesday, November 26, 2013 9:22 AM
To: Butler, Sonya (DEQ); Benzie, Richard (DEQ); Monosmith, Carrie (DEQ)
Cc: Willard, Veronica (DEQ); Tetzlaff, Katherine (DEQ)
Subject: FW: 2014 Communications planning: NEED YOUR HELP
Importance: High

Put your thinking caps on. Need our top 10 accomplishments for FY 2013 by COB 12/5. Thanks.

Liane J. Shekter Smith, P.E., Chief
 Office of Drinking Water and Municipal Assistance
 Michigan Department of Environmental Quality

*** Effective August 12, 2013 my new number will be (517) 284-6543*

From: Wurfel, Brad (DEQ)
Sent: Monday, November 25, 2013 5:30 PM
To: Creal, William (DEQ); Fish, Kim (DEQ); Erickson, Susan (DEQ); Wagner, Robert (DEQ); Browne, Elizabeth (DEQ); Shekter Smith, Liane (DEQ); Allan, Jon (DEQ); Fitch, Hal (DEQ); Feighner, Bryce (DEQ); Hellwig, Vince (DEQ); Fiedler, Lynn (DEQ); Kasprzak, Jim (DEQ); Epkey, Amy (DEQ)
Cc: Sellers, Fred (DEQ); Hollenbach, Heidi (DEQ); Roycraft, Phil (DEQ); Hare, Chris (DEQ); Hartz, Andrew (DEQ); Ethridge, Christopher (DEQ); Adelman, Mitch (DEQ); McClellan, Michael (DEQ); Casey, Steve (DEQ); Sweeney, Brian (DEQ); Thelen, Mary Beth (DEQ); Feuerstein, Heather (DEQ); Wyant, Dan (DEQ)
Subject: 2014 Communications planning: NEED YOUR HELP
Importance: High

Greetings, all. We're moving toward a great 2014, where we will be doing more strategic communication and impactful storytelling.

As we prepare the departmental communications plan, I need your input. The Director has tasked me with collecting 2013 Accomplishments from each of the divisions and districts.

I don't need a book. Half a dozen of your top accomplishments on the year would be very helpful. One liner with a few sentences.

I need these by Dec. 6, in preparation for an off-site planning meeting Dec. 9.

If you have questions, please get in touch with me directly. THANK YOU, and happy holidays.

Brad Wurfel
Communications Director
Michigan Department of Environmental Quality

PLEASE NOTE NEW DESK PHONE:
517-284-6713 – office

PPI - cell