

News Release

FOR IMMEDIATE RELEASE



Contact:

Debbie Nelson
DNA Creative Communications
(864) 235-0959

Debbie Nelson Presents at South Carolina Annual Environmental Conference

Greenville, S.C. (March 26, 2009) – Debbie Nelson, founder of DNA Creative Communications (DNA), presented at the 19th South Carolina Annual Environmental Conference, hosted by the Water Environment Association of South Carolina (WEASC) and the South Carolina Section of the American Water Works Association (SCAWWA). The five-day conference, held at Kingston Plantation in Myrtle Beach, offered concurrent technical sessions covering various environmental topics, each centered on the conference theme, “Stewardship for a Sustainable Future.”

Nelson’s presentation, entitled “Who Said the ‘S’ Word? Sustainability in the Midst of Chaos,” addressed the responsibility of water and wastewater treatment organizations to ensure the sustainability of water. Nelson explained how organizations can build and maintain customer relationships with the intent of sustainability by implementing manageable tools and communication strategies. Her presentation covered specific factors necessary to help organizations achieve this goal, including strengthening organizational identity, developing an internal and external communications plan, establishing and maintaining a strong public relations plan, and providing educational opportunities and tools to promote the organization’s cause.

DNA Creative Communications

DNA specializes in advertising, branding, e-communications, public relations and special events services. Areas of expertise include government agencies, educational and financial institutions, medical practices, homebuilders, and nonprofits. An active Greenville community member, DNA is the proud recipient of the Greenville Chamber’s 2005 Small Business of the Year Award.

###