Dear Stormwater/Watershed Advisory Group Member:

**We are pleased to provide you with the 2014 Watershed Community Calendar.**

The agencies and communities that comprise the Washtenaw Stormwater Advisory Group (SAG) and the Livingston Watershed Advisory Group (WAG) believe there are substantial benefits that can be derived by joining together and cooperatively managing the rivers, lakes, and streams within the watersheds and in providing mutual assistance in meeting state water discharge permit requirements of the members. The 2014 Watershed Community Calendar is a collaborative effort to educate our residents about the importance of water stewardship and nonpoint source pollution prevention. Many communities are required by law to conduct this kind of public education. We made priorities of containing costs and engaging local vendors and our large combined print run resulted in significant savings for a piece that will be engaging your residents with helpful tips for 12 months.

**These calendars are for you to freely distribute to your residents. PLEASE START NOW!** Most people begin looking for new calendars well ahead of January, so the more quickly you can place these in public locations, the more success you will have. You have been given a quantity based on your community’s population and your SAG/WAG dues.

**Ideas for distributing the calendars (depending on quantity/population):**

* Place at your community’s customer service counters and market their availability through web announcements, bill stuffers, emails, social media and bulletin board notices.
* Hand out at any public festivals, holiday events, open houses, or meetings held in your community.
* Direct mail to specific categories of residents or key volunteers that work with your community.
* Hand out to staff, boards, commissioners, and elected officials.
* Place at library customer service counters.
* Provide to specific schools (to staff and/or to elementary school parents through back-pack mail).
* Provide to key public venues and businesses that get foot traffic (theatres, restaurants, farmers markets, recreation or sporting venues, banks, health care providers) for their customers.
* Provide to larger businesses in your community that are willing to distribute to employees.
* Provide your chamber of commerce with some for meetings, and events or ask for help to identify larger business members (see above).
* Provide to local real estate offices for new residents.

**The calendar itself has a fun “Hero Handbook” starting on page 28 with detailed tips on protecting water quality.** It incorporates a drawing for free H₂O Hero t-shirts. Your residents can participate by coming up with a superhero that relates to water quality protection and submitting a hero name to the Facebook page of the Huron River Watershed Council, [www.facebook.com/huronriver](http://www.facebook.com/huronriver). We encourage you to have fun and promote the contest and the calendar through social media!

If you have questions, concerns, or feedback on the 2014 Community Calendar, please contact:

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