

The WOW Effect: Women Leading Transformation in the Water Industry

ON THE SCALING UP! H2O PODCAST

Scaling UP! H2O Podcast features the Women of Water (WOW) Committee just before this years AWT Convention on September 6, 2024

Scaling UP! H2O is excited to announce the release of a special podcast episode airing on September 6, 2024, titled “The WOW Effect: Women Leading Transformation in the Water Industry.” This episode features an inspiring conversation with six influential members of the Association of Water Technologies’ (AWT) Women of Water (WOW) Committee, who are driving change and empowering women within the water treatment industry.

What is Women of Water?

The Women of Water exists to welcome women members into the AWT community and encourage them to contribute their time and talents to the greater water treatment industry. The core focus of WOW is to create a sense of belonging, support women to grow their knowledge & skills, and encourage them to pursue leadership roles.

Who are these six trailblazing women?

- Stephanie Choury, Enterprise Account Manager, Buckman Digital Water
- Tammy Faber, Senior Account Manager, HOH Water Technology
- Paule Genest, Director of Sales and ESG, Water and Energy at TGWT Clean Technologies
- Michelle Lunn, Marketing Director, GLA Water Consultants & Director on the AWT Board
- Janice Shawl, President, AMSA, Inc.
- Pam Simmons, National OEM Sales Manager, Watson Marlow

The Mission of the WOW Committee

The mission of the WOW Committee is clear: to promote the professional development and advancement of women in the water treatment industry. By providing education, networking opportunities, and a strong support system, the committee aims to foster a diverse and inclusive environment where all members can succeed. This mission not only benefits women but also strengthens the industry as a whole by encouraging fresh perspectives and innovative approaches.

The Power of Mentorship

Mentorship is a cornerstone of WOW's efforts, as emphasized by Stephanie Choury: "My number one takeaway for your listeners is the value of mentorship. Every day is an opportunity to be that mentor or mentee where you can be a viable resource to someone. Let's continue to rise together, welcoming and supporting each other."

Empowering Connections: Key Takeaways from WOW's Leadership

The episode also delves into the power of building connections within the industry. Paule Genest speaks to the importance of belonging: "It's all about belonging, elevating, and finding the voice of so many women members of AWT. We belong, we elevate, and we are WOW. Help others know their worth and what they can give."

Get Involved

For those inspired by the work of the WOW Committee, the episode also provides information on how to get involved and make a difference in the water treatment industry.

For more information about the WOW Committee and to listen to the full episode, visit the Scaling UP! H2O website or follow us on social media.

Tune In on September 6, 2024

This episode of Scaling UP! H2O is a must-listen for anyone interested in supporting the fantastic women working in this industry. The episode will be available on the Scaling UP! H2O website at www.scalinguph2o.com/380 and on all major podcast platforms.

About the Scaling UP! H2O Podcast

Are you a water professional with unanswered questions about water treatment? Disappointed by company training materials and unsure who to trust for reliable information? You're not alone.

Welcome to the Scaling UP! H2O Podcast, your trusted source for industrial water treatment knowledge. Every Friday, we bring you insights from vetted experts, helping you learn something new each week. Imagine the relief of having reliable information that empowers you to take control of your education and future in the industry.

At Scaling UP! H2O, we believe in making top-notch educational content accessible to all water professionals. We're dedicated to presenting the best digital media, featuring weekly podcast episodes, daily content on social media, and a new library of online courses designed to help you achieve your goals.

In 2024, 40% of our guests are women, showcasing diverse voices in the industry. With over 10,000 monthly downloads and a top 2.5% global podcast ranking by Listen Notes, Scaling UP! H2O delivers unparalleled educational content for water professionals.

Join a global community—Scaling UP! Nation—where professionals like you tackle the same challenges. Elevate your career by tuning in weekly, learning, growing, and being part of the best job in the world—industrial water treatment.

For more information and to hear episodes, visit ScalingUpH2o.com. For interviews or inquiries, contact Executive Producer Corrine Drury at Corrine@blackmore-enterprises.com.