

FOR IMMEDIATE RELEASE**CH2M HILL Vice President and Principal Technologist to Discuss Nature's Amazing Reusable Resource: Water**

SINGAPORE, 25 June, 2009 – Linda Macpherson, Vice President and Reuse Principal Technologist with CH2M HILL, a global full-service engineering, procurement, construction, and operations firm, will address attendees of Singapore International Water Week to discuss “Water: Nature’s Amazing Reusable Resource.”

The general lack of understanding that the public holds about the water cycle, coupled with public skepticism and distrust of technology, have often led to a negative image of reused water and a much needed water supply strategy. While much of this attitudinal landscape is beyond the control of water managers, some of it is exacerbated by the vocabulary and images typically used to define water and wastewater treatment.

Macpherson is an international advocate and strategist for water reuse information and acceptance, whom is often called upon to help diverse stakeholders build appreciation for both the technical and larger policy context of water issues. She has long been at the forefront of bridging the gap between the engineering/scientific community and the general public, from introducing the public to the nation’s first poplar tree/wastewater reuse project in the United States to directing development of Singapore’s NEWater Visitor Centre.

Macpherson’s 30 years of experience as an advocate and strategist for sustainable water management have brought her recognition as a leader and expert in conceptualizing and managing the development of environmental educational exhibits, videos, interactive computer programs, and printed material. She has helped many communities make informed decisions inspiring a new vision and appreciation for integrated water solutions, and will share her knowledge of how to create this understanding, acceptance and support of water reuse with SIWW attendees on the afternoon of the June 25.

To arrange an interview with Macpherson, contact Lori Irvine at +1.720.286.3137 or Lori.Irvine@ch2m.com or Ashley Ling at +65 6391 0350 or Ashley.Ling@ch2m.com.

Headquartered near Denver, Colo., employee-owned CH2M HILL is a global leader in engineering, procurement, construction, management and operations for government, civil, industrial and energy clients. With \$6.4 billion in revenue and more than 25,000 employees, CH2M HILL is an industry-leading program management, construction management and design firm, as ranked by Engineering News-Record (2008). The firm's work is concentrated in the areas of energy, water, transportation, environmental, nuclear and industrial facilities. The firm has long been recognized as a most-admired company and leading employer, including being named by FORTUNE as one of the 100 Best Companies to Work For (2009). Visit www.ch2mhill.com.

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