

AWWA's 136th President Ms. Brenda Lennox appointed at ACE'17

Brenda Lennox – customer services maven, relationship builder, and self-described cowgirl – became the Association's 136th president at the ACE'17 conference.

It was AWWA's first-ever woman-to-woman transfer of the reins, as Lennox succeeded outgoing president, Jeanne Bennett-Bailey.



Lennox rode a wave of excitement that capped the four-day conference ACE'17 Philadelphia. She told the crowd at the ACE Wrap Party that she considered calling this the Year of the Customer, "but every year is that, right?"

It's important for water professionals to tell their customers that water is sometimes taken for granted and is worth our continued investment, Lennox said. Customers must also understand that utilities are working to keep water affordable through innovation, partnerships and strategic planning.

Lennox advised her listeners to always put customers first. "They are our number one priority."

The new president told the crowd she has three goals this year for AWWA and the sector:

- Embrace diversity at all organization levels
- Attract and train veterans
- Inspire and recruit young professionals



Lennox, has been an AWWA member for more than 20 years. She is the strategic relations manager at RH2 Engineering Inc., and was previously the longstanding manager of customer and support services for the Tualatin Valley Water District in Oregon. She made a decision to retire from TVWD

to prevent a conflict between the demands of her job and her responsibilities with the AWWA.

“This is a noble profession,” she says. “We work hard every day to ensure the water we serve is safe for our communities and families. Water is a life necessity, and the service that colleagues give to this, day in and day out is noble.”



Lennox’s pursuits extend far beyond her career. She and her husband, Jerry, live on a horse ranch near Walla Walla, Wash, where she hones her skills as a competitive barrel racer, a rodeo event in which a horse and rider race around barrels.

