



Water Writes

THE OFFICIAL MAGAZINE OF THE FLORIDA RURAL WATER ASSOCIATION

AN EXCITING NEW ERA HAS BEGUN!

To members and supporters of FRWA,

The Florida Rural Water Association is pleased to announce a significant and exciting evolution in our industry-wide communication efforts.

Beginning in 2026, we have made the decision to have Craig Kelman & Associates provide their professional publishing services to produce an enhanced version of our important and valuable publication – *Water Writes*. In addition to transforming the printed edition, *Water Writes* will now have an exciting new eMagazine version as well. The online editions will feature advanced reader options, social media sharing, dedicated Apps for iPad, iPhone, Android, and much more.

Like FRWA, Kelman values and takes pride in using environmentally conscious practices and materials, which is an important part of our decision-making process.

We know that transitions can have their own sets of challenges, but we believe Kelman will improve our publication through their years of experience in producing high-quality industry magazines for professional associations in a wide variety of industries, including our own. From an industry knowledge perspective, Kelman is the proud publishing partner of more than 50 water industry organizations throughout North America – with ten of the Associations being Rural Water associations.

For more information on our new publisher, please check out their video at:
<https://www.youtube.com/watch?v=JpVPWWN4ENU>.

We look forward to using our newly upgraded, flagship publication to enhance the way we communicate, educate and inform, and hope our members see the value in using its pages to share their knowledge and experience by submitting valuable content through news and feature articles on timely topics. Our industry will be better for it.

For those of you wanting to use *Water Writes* to promote your products and services to our membership and beyond, you can connect with our marketing manager:

Megan Stanley – megan@kelman.ca or 866-690-2808

From the FRWA officers and leadership, we hope that you take advantage of our enhanced magazine and use its pages to reach our members.

