



WE WORK THE WATERWAYS

**NAVIGATE YOUR PATH.
BUILD YOUR FUTURE.**



Why We Do This

Most students have never heard of maritime careers.

Yet these careers:

- Move America's commerce
- Support communities
- Offer family-sustaining wages
- Need a future workforce

You cannot pursue a career you don't know exists!



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What We Heard

- WWW celebrated 1 year as a standalone non-profit in April 2026!
- “We are all about creating the future workforce in maritime”
- The mission spans much longer than the *We Work the Waterways* name



20 years of mission

2004

Various industry leaders envisioned a way to celebrate and educate the public about America's working rivers. That vision became the seed for RiverWorks Discovery (RWD), a public outreach initiative aimed at inspiring appreciation for the maritime industry.

2023

In December 2023, Errin Howard stepped into a contract role with Inland Rivers, Ports & Terminals (IRPT) to lead a workforce outreach initiative. Building on years of work promoting river-based careers, this move set the stage for what would soon become We Work the Waterways (WWW).

2025

In April 2025, WWW officially began operating as a standalone nonprofit, carrying forward its mission with an even broader geographic and industry focus. This milestone marked the culmination of several years of growth, preparation, and vision.

2026

In spring 2025, WWW welcomed a dedicated full-time team of three to lead operations, develop new programs, and deepen outreach efforts.

So far in 2026, WWW has reached and celebrated many milestones and experiences rapid growth. We're growing our team, reaching new states and audiences, expanding our resources.

As long as the momentum matches our mission, we will continue pushing the limits to reach more career seekers in untapped audiences!



Where we're headed

In our first year as a standalone non-profit, our mission gained powerful traction. We've reached more than 38,000 students, educators, and supporters across the country, sparking curiosity, building confidence, and creating a new vision for what's possible on the water. Now, as we continue to take the next step in our evolution, we're building on this momentum to expand our reach and deepen our impact even further.

The Challenge

Maritime's Workforce Challenge

- Aging workforce
- Limited awareness among students
- Disconnect between education and industry
- Need for stronger talent pipelines
- Fewer 18 year olds entering the workforce each year

Awareness is the first step.

Our Solution



How We Create Impact

The PROPEL Framework

Impact doesn't happen by accident. It comes from clear priorities, intentional action, and a deep commitment to progress. PROPEL is the framework that keeps us focused and aligned. It shapes how we engage, where we invest, and the outcomes we work to achieve.



People

Connecting students, career seekers, and communities to the maritime workforce



Resources

Equipping educators, companies, and collaborators with meaningful tools



Opportunities

Creating impact by expanding access, awareness, and connection



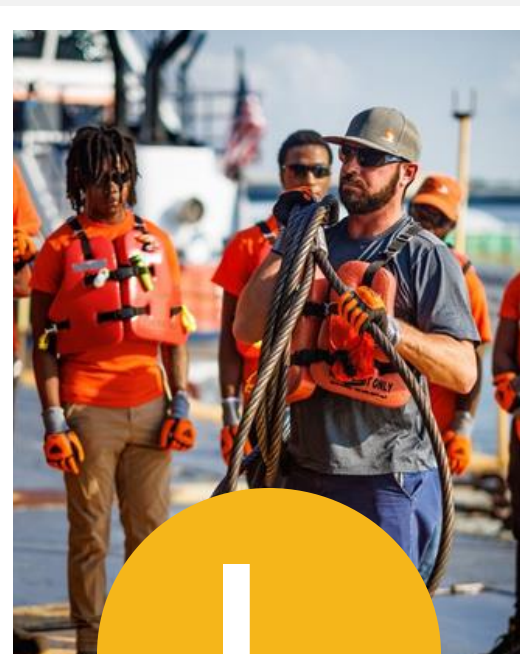
Partnerships

Collaborating with schools, industry, government, and environmental groups



Education

Building awareness of maritime careers and the importance of our waterways



Leadership

Elevating voices from within the industry to inspire the next generation

WWW Events & Programming

01

Maritime Interaction Days

WWW Trademark event

02

Community & External Outreach

Participation in community events, partnerships with local organizations, and intentional school engagement opportunities (ex. Bridge to the Future Walks)

03

Conference Exhibits & Speaking Engagements

Opportunities for presenting on workforce needs, showcasing hands-on career exploration tools, or sharing our national model with leaders across sectors



A Day That Changes Perspectives

What happens when students experience maritime careers firsthand?



“No company or organization alone could have the impact that your organization is having on the industry.”

– Ashley Sorrells, E.N. Bisso & Sons





More Than An Event

Students are able to:

- ✓ Discover careers
- ✓ Meet professionals
- ✓ Explore pathways
- ✓ Gain confidence
- ✓ See a future

Presentations & Panel Discussion

Why are We Here Today?

Intro & facility briefing

Global Shipping

Supply chain management

Where are you on the map?

Geographical based facts

Facts & Figures

Real life examples of tonnage

Eco-Friendly Transportation

Environmental facts

Careers

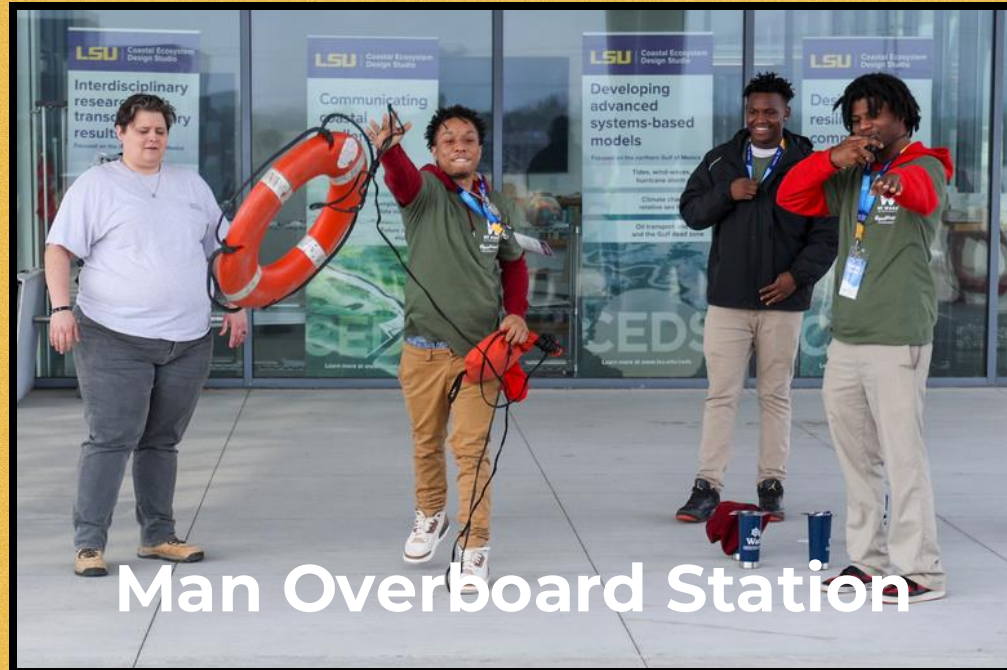
List of maritime careers

How to Land the Job

Professional development tips



Maritime Interaction Days



Man Overboard Station



Line Throwing Station



Terminal Operations Station



Safety Station



Logistics Station



Vessel Tours

The Power of Soft Skills

A Baton Rouge Success Story

“The Elevator Pitch station gave me the confidence to introduce myself and recite my elevator pitch”

**– Janea Moses, 10th grade student
at Helix Academy**

Janea went from learning to be confident enough to promote herself through her own elevator pitch at a WWW Interaction Day, to teaching her younger peers to do the same.

Soft skills transform career awareness into career readiness!



Our Resources

For students, supporters, and educators



Navigate your path. Build your future.

Discover endless career opportunities in the maritime industry and chart your course to success.



Scan the QR Code to Learn More!





WE WORK
THE WATERWAYS

Sponsored By



ASSOCIATED TERMINALS



ADM



AMERICAN ELECTRIC POWER



SALACIA



INGRAM



RTS



AMRIZE



Turn Services



Cargill



CANAL BARGE



ARTC

Eugenie and Joseph Jones Family Foundation



Voices From Participants



“Our students talked the whole way home about the experiences and careers they had no idea about. What a great experience!”

Mrs. Julianna Moore - Bentworth HS,
Pittsburg, PA



“During my time with We Work the Waterways, I was able to learn about different careers available in the maritime industry through hands-on learning. We Work the Waterways has truly been a wonderful experience and given me amazing opportunities to learn and grow.”

Colin Bass, Senior - Helix Academy,
Baton Rouge, LA



“The partnership between the United States Army Corps of Engineers (USACE) and We Work the Waterways reflects a shared commitment to strengthening America’s waterways, investing in workforce development, and inspiring the next generation of maritime leaders. Together, we are building stronger communities and a more sustainable future for our nation’s waterways.”

Maj. Gen. Kimberly A. Peeples,
U.S. Army Corps of Engineers (Ret.)



Impact by the Numbers

July 2025- June 2026 Data

- Students reached: **12,256**
- Educators engaged: **720**
- Industry partners: **49**
- Industry supporters: **187**
- Individual Supporters: **89**
- Events conducted & attended: **84**
- States served: **14**
- Total Reach: **36, 768**



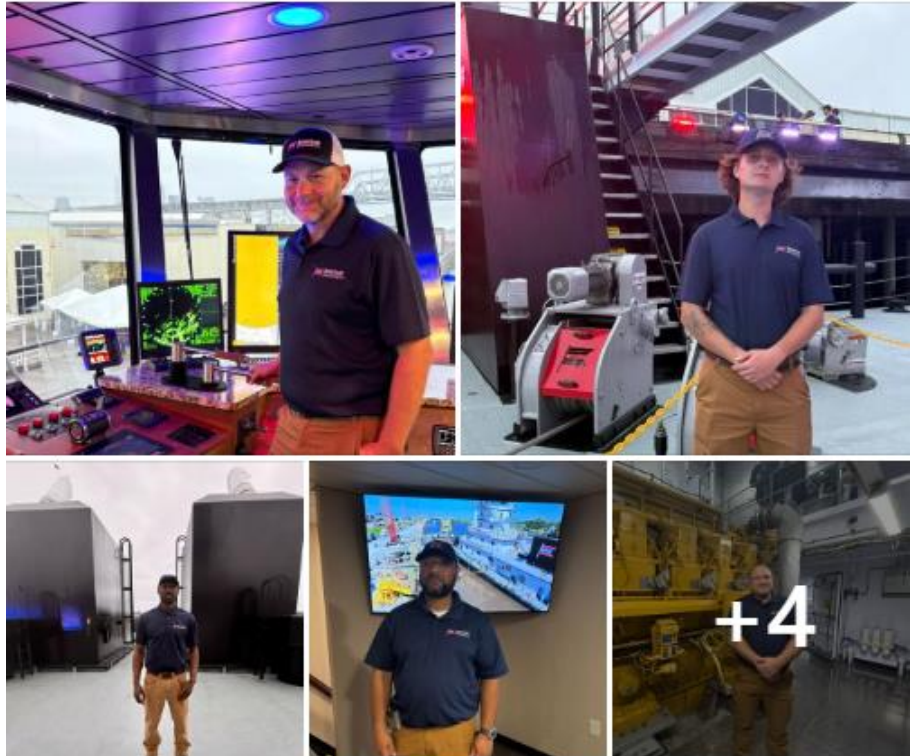
Social Media Impact

June 2025 - July 2026 Data



We Work the Waterways
Published by Errin Hitchens Howard
November 13, 2024

Meet the incredible crew of **American Commercial Barge Line's** M/V ACBL MAR...
[See more](#)



 589

43  73 

Views ⓘ



Followers
Non-followers

25.2%
74.8%

- 01

9.1M total content views
- 02

~ 30% growth across all platforms in 1 year
- 03

24, 503 followers across social platforms

 19,482 followers

 2,958 followers

 1,442 followers

 621 followers

A map of the United States with states colored in three categories: orange, blue, and grey. Orange states include CA, OR, ID, WA, MT, ND, MN, SD, NY, ME, VT, NH, MA, CT, RI, NJ, DE, VA, SC, and FL. Blue states include TX, AR, IA, MI, OH, IN, IL, MO, WI, KY, TN, MS, AL, GA, and NC. Grey states include AK, HI, AZ, UT, CO, WY, NE, KS, NM, NV, and PA. A small white circle is located in the Washington, D.C. area.

- Established Program States
- Requested Future Growth States
- Featured in State Maritime Action Plan
- 2026-2027 Expansion States

Why Industry Partners Join Us

Building Tomorrow's Workforce Starts Today

- Workforce awareness
- Community engagement
- Talent pipeline development
- Industry visibility
- Educational partnerships



“We keep showing up because this is our future.”

– Mitchell Moore,
ADM



The People Behind the Mission

We Work the Waterways Team



Errin Howard
Executive Director



Pamela Maxwell
Director of Programs &
Operations



Nikki Fondren
Director of Marketing &
Outreach



Jolin Luna
Accounting Manager

Executive Board of Directors



Seth Lawson
WWW President
Lawson Rigging,
President



Kelly DiMarco
WWW Vice President
Plaquemines Parish
Government, Director of
Economic Development
& Tourism



Capt. Jeanne E.
Ferrer
WWW Secretary
Crescent River Pilots,
Pilot



Jenna Gaudet
WWW Treasurer
Eckstein Trade &
Transport LLC



Dawn Lopez
WWW Director of Board-
Staff Engagement
Associated Terminals/Turn
Services, Vice President of
Marketing & Public
Relations

General Board Members

Our Board of Directors provides strategic leadership, governance, and oversight — helping to guide our mission, shape our vision, and ensure long-term sustainability.

Arthur Yves, Associated Terminals/Turn Services
Ashley Pitts, Salacia Logistics
Brandon Phillips, Riverview Companies
Christa White, Ingram Barge Company
David Murray, Waterways Journal
Heather Ervin, Marine Log
Katie Dunn, ADM/ARTCo
Merritt Parsons, Karl Senner
Richard Lockwood, Consultant
Stephen Hanemann, Kean Miller, LLC

Advisory Council

Our Advisory Council provides program guidance, industry insights, and regional perspectives that inform both outreach and advocacy.

Alexandra Hernández, Port of South Louisiana
Brandon Hansen, ABS
Capt. Kenny Brown, Maritime Throwdown
Casey Stubbs, Golding Barge Line
Colton Schmitt, Riverview Companies (Jr. Advisory)
Frank McCormack, WorkBoat Magazine
Holly Normand, Celtic Marine
Marty Vizier, HUB International
Paul Casebonne, Blessey Marine (Jr. Advisory)
Paul Rohde, Waterways Council, Inc.
Sidney Blakemore, Canal Barge, Co.
Stephen LeBouef, ADM/ARTCo
Terence James, Ph.D., Vicksburg Warren School District
Thomas Cagle, T&T Marine

Call to Action



- **Engage** with your local legislators and law makers - stay informed



- **Support** funding and programming for We Work the Waterways



- **Invest** time in WWW outreach, apprenticeships, and mentorships



- **Volunteer** your time at WWW events & utilizing our resources



- **Follow us** on social media!



Thank You.



Errin Howard
& the We Work the Waterways Team

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