

PENNI SNODGRASS

Sales and Marketing Manager
Technical Editor
Tank Industry Consultants

Education

- Bachelors of Arts, Indiana University, Business and Professional Writing
- Masters Level Studies, Marketing and Communications

Certification:

- Internal Auditing Basics

Years of Tank Experience: 31

Penni Snodgrass started her career with Tank Industry Consultants in 1985, and since that time has held a number of positions within the company. She is currently TIC's Sales and Marketing Manager. In that capacity, she prepares sales and marketing materials, writes and reviews technical reports, organizes educational activities, and authors or edits many of TIC's technical papers and presentations.

Penni has a BA from Indiana University in English where her area of concentration was in business and professional writing. She is TIC's in-house technical editor.

Penni works closely with TIC's AWWA Committee Chairs, organizing and preparing meeting outlines and minutes. She was actively involved in the editing of the original AWWA M42 Steel Water-Storage Tanks manual in 1998 and the *Steel Water Storage Tanks Handbook*, a far-reaching commentary on steel water tank design, construction, maintenance, and repair. The Handbook was published by McGraw Hill in 2010 in conjunction with the American Water Works Association.

At the conclusion of her undergraduate studies, Penni's capstone project was presented at a conference of international business writing consultants in Brussels where it was highly acclaimed for both writing skill and its unique integration of hypertext, non-linear text.