



Wisconsin Water ASSOCIATION

Providing and Protecting our Water Supply

WWA Leadership Meeting Notes from November 12, 2008

Richard Hope and Tom Krueger gave a brief opening to the meeting. Participants introduced themselves, their company and the committee they were representing. A list of committee chairs, vice chairs and board liaison was distributed to participants.

Richard discussed the Vision and Purposed for 2009

- Demonstrate/ delivery of the benefits of being a member
- Continue to be the spokesperson for water issues
- Listen to members to understand what they want from WWA

Richard facilitated a review of the annual conference. He began the discussion by pointing out what was new and different, including the poster session, no lunch on Friday, meter madness, a reduced exhibit hall time, and no key note speaker. The attendance in 2008 was 322 registrations and 146 vendors compared to 363 registrations and 146 vendors in 2007. The main difference between the two years appeared to be more one day (Thursday) registrations in 2007 than in 2008, though some would speculate it could have been related to the economy or location of the conference. The discussion then centered around several topics:

Poster session, should it continue? The majority agreed that it should continue, though the scheduling of the noon hour “presentations” caused presenters to miss committee meeting. Poster location was good, but should possibly be in the exhibit hall if space allows. Sixteen posters were submitted this year, and no one was turned away, but the number in the future may be an issue to consider. The preparation of the large glossy posters was expensive to prepare but the AWWA International poster sessions were followed, so that was unavoidable.

Meter Madness? Consensus was that it worked. The Distribution committee planned the event. The timing and the sounds system could have been improved. Advertizing and promoting the event though out 2009 will help to make it bigger atht the next conference. WWA has agreed to send the winner to ACE in 2009.

TopOps Contest. Appleton won. The question of how to get more participants was raised. It was stated that many operators do not like to be in front of people or want to answer technical questions in from of others. The ability to get the utility management to buy into their operator’s participation in both TopOps and Meter madness is thought to be the key to more participants. WWA has agreed to send the winning team to ACE in 2009.

Tapping Contest, why don't we do it anymore? This was done in the 1980's, but required 3 people per team, needed certain tools, needed utilities to commit to practicing, needed water supply, and presented risks and liability issues. It was however a nice contests when it was done.

Elimination of Key Note speaker. Having Mayor Halverson, who is well informed on the water industry and an excellent speaker helped to bridge the gap this year. It allowed the technical sessions to start earlier, allowing more credits for operators that day. The group agreed that a short kick off welcome after a nice breakfast was a good way to go.

Only one session on Friday, with the big breakfast and no lunch. This was well received this year. The lunch was not missed since breakfast was good.

Technical session comments. Speakers were good. Layout of the hall was easy to follow. The size of the facility fit our group well. Richard is preparing an evaluation summary that he will forward to each committee responsible for a track.

Other comments? Business lunch and awards reception worked. The noise level at the Business lunch was disappointing as there were several tables that were loud during the speakers, the disruptive talking should have been stopped. Meter madness announcement at the awards reception went well. Spouses like to be part of the business lunch so it was nice they were back in time to participate. Award reception was well done and a nice event. The food was very good, much better than in years past. Overall a great conference.

Nancy Quirk presented the 2009 Conference goals. The conference is at the Kalahari. The golf outing will be 9/22/09 with the conference from 9/23/09 to 9/25/09.

Goals:

- Keep the food good
- Increase reasons for water industry people to attend
- Increase satisfaction of attendees and vendors
- Increase vendor booths
- Increase attendance
- Increase fun

Deadlines are being set earlier to avoid the last minute crunch:

- Vendor packet out in January
- Set technical sessions early to hit newsletter
- Get sponsors earlier to get posters and bags done earlier
- Inspiring tract/committee coordinators to change things up
- Continue to do the exiting things that works
- Continue to explore new ways to encourage attendees to visit booths.

Done to date:

- met with MAC committee
- contacted AWWA International regarding membership booth

- contacted AWWA International regarding AWWA representative
- started vendor packets.

Richard handed out the chair/vice chair/board liaison roster; which will also be placed on the website. The operations manual has been updated and will be placed on the website. Richard asked committee chairs to review their committee information in the operations manual to see if it is what they really want. New suggestions should be brought to the Board. Richard also wants all committee chairs to make sure they have a committee vice chair. Richard reminded the group that the Board liaison is the go between the committee and the Board of Trustees, but they need to be part of the chair/vice chair team. If a committee is unhappy with their liaisons they are to discuss it with Richard. Committees were encouraged to get their meeting minutes to Jill who would then get them put on the website.

Richard outlined the seminar procedure. A calendar of known events will be published by the end of the year so committees must get the information to Jill as soon as possible. Jill needs the location and date of the seminar. The venues for the seminar need to be coordinated with Jill to allow her to look at expenses since some places are more cost effective than other locations. A brochure for the seminar should be sent out 2 months before the seminar, therefore Jill needs the information for the brochure 1 month before they will be sent out...meaning...ALL information for the seminar needs to be to Jill 3 months before the seminar date.

Board meeting dates will be posted on the website.

- January 9, in person meeting
- February 13, conference call
- March 13, in person meeting
- April 10, conference call
- May 8, in person meeting
- June 12, conference call
- July 10, in person meeting
- August 14, conference call
- September 24, in person meeting at annual conference
- October 9, in person meeting
- November 11, conference call
- December 11, in person meeting

Leadership meeting is scheduled for November 13, 2009.

Joe Finn did a presentation with a demo of WebEx. The Board of Trustees will discuss the WebEx software and its costs at upcoming meetings. The demo can be found at <http://www.webex.com/go/quicktour tc smb?lid=smb oc quickTour>

Kelly Zylstra discussed committee finances. New tax exempt cards and volunteer reimbursement forms were handed out. Electronic versions of the form will not be placed on the web but will be emailed upon request. The reimbursement form will be required for all reimbursement requested in 2009. Reimbursements are due the 1st Wednesday of the month, they will be brought to the Board meeting on the 2nd Friday of the month and then paid by the end of the month. Once per month will now be the normal reimbursement schedule. Also new,

speaker and judge gift at the annual conference will be purchased by Jill and come out of the annual conference budget. Prizes for events (such as TopOps, Meter madness, and Taste Test) are to be purchased by the committee sponsoring the event and come out of that committee's budget. Speakers for seminars or the annual conference must be approved by the Board before the event – so plan ahead. Honorariums over \$599 will not be reimbursed until the speaker has provided Kelly with their address, phone number and social security number first, as this is too difficult to track down later at tax time. Travel reimbursement and hotel reimbursement will come out of the seminar budget for seminars but the committee budget for annual conference. To give the committee greater awareness of their budget and how it stands, Kelly will email the approved budget amount to the committee once the budget has been adopted by the WWA Board of Trustees and then monthly starting at the end of January, she will email the Committee Chair a transaction report, showing the items that have been “charged” against the budget so the Chair can track where the committee is throughout the year.

Nancy Sullivan presented what was new at AWWA International.

- There is a new director, Gary Zimmerman
- Positive change is going on at AWWA
- New database upgrade is being done, which will have big potential once it is fully implemented. The rules for implementation are being discussed at AWWA; hope to launch in March 2009.
- 2009 Goals for AWWA per Gary Zimmerman
 - Increase membership: A 1% increase in membership is the goal. The reality was decrease over last 10 years. Partially due to budget cuts at utilities, partially due to a retiring workforce, and partially due to how AWWA “counted” people

 - Complete the affiliation agreement: Insurance is the main push or instigators for the agreement. There has never been a written relationship between the Sections and AWWA. The affiliation agreement could be a legal and financial agreement. The committee is to present a proposal t that January AWWA meeting.

 - Develop a performance plan for staff

A handout showing the 5 Strategic Areas was handed out.

An announcement that WisWARN now have four members (Green Bay Met, Watertown, Stevens Point, and Kenosha) so they can go live. Congratulations were given to the work done by Dan Lynch.

An Outgoing Trustee plaque was presented to Jim Wolf for his years of service on the WWA Board of Trustees.

Ann Witmer announced the reorganization of the Newsletter committee, Image and Public Relations committee and Website redesign subcommittee into one combined committee; the Communications committee. A meeting of the entire committee will occur in January, with quarterly meetings planned after. Each former committee will continue to function and report to

the overall Chair. The mission statement and structure have been incorporated into the operations manual.

Nancy Sullivan facilitated an open discussion/question session on a variety of topics:

How does WWA get the financial people at the utilities involved? Customer service seminar reached the administrators. Could CLEAR reach out to do a 4 hour session for Class AB financial people? Could they team with PSC? WRWA and PSC focus their training on Class C and Class D utilities. It was pointed out that there are differences between PSC and GASB accounting standards and all utilities are at different skill levels so training would be difficult.

Utilities, especially smaller ones, in northern and western Wisconsin are not included to travel all the way to Green Bay for CEU's – could WWA meet their needs?

Nancy discussed WWA's CLEAR set up and the 6 regional captains currently established. They are trying to get the little coalitions going and establish a WWA image with them.

Could a Webinar be done with the new code revisions?

Was the email regarding the election results and how it affected the water industry helpful? It was sent out by the communications committee and Jill from AWWA.

Why didn't WWA take the lead on the Red Flag Rule like WRWA did? NRWA got funding and have 6 staff. But how is WWA's apparent lack of information perceived by potential and existing members if WWA doesn't have the same information available.

How can we reach out with CLEAR to more operators even if they aren't members? Can we use the DNR operators list? Can we get our seminars on the DNR Certified Operator publication – WWA used to be on the list?

Quality training with relevant topics to a key audience is the key. Training budget from utilities are down so quality reputation is needed. Some places are requiring vacation days be used for education days, so quality training with credits is important. How does WWA get a reputation with Utility management so they associate WWA with quality and approve our seminars for their staff. Commissions used to attend our conferences; how can we resurrect that involvement? Should we aim our marketing campaign to more than the operations staff? Could on-line course be given? AWWA National offers on-line training but some operators prefer in person/hands on sessions. Will an Ad in League of Municipalities newsletter announcing award winners get WW noticed by administrators?

How do we focus/attract youth? Youth education subcommittee attended two youth educators conference this year. We have a youth education website. Exploring doing a virtual tour of a water plant. Have a CD that communities can use to educate their youth. UW-Waukesha is doing a middle school event in April that Linda and Nancy volunteered

to do. AWWA has info on their websites. Is there a change do go to the teachers conference? Youth education subcommittee goes to the science teacher's conference and the counselor's conference. Could a webinar be done for school so they can "meet" the water professionals?

Nancy reminded us how AWWA International can help. She is our point person for AWWA. She can tell us what other Sections are doing. AWWA can help with slides for presentations. Through them, Zoomerang is available as a survey tool at no cost

Would a public official's day at the annual conference work? Have basic water treatment and operation training items so they can get a handle on what is really being done.

Would a how to do a business presentation session be helpful. If it is associated with the young professionals, does that affect the image and cause some people to not come thinking it doesn't apply to them?

Could there be a college level for the poster session?

Could short term volunteer commitments work for the Section? A one day seminar perhaps?

The importance of staying in communication with our Director at AWWA was discussed. Mike Clark is the Director until June, when Jim Chaffee takes over. The decision of AWWA to have ACE in only 6 locations is something that some Directors didn't share with their Sections in a timely manner and is causing some issues.

Richard reminded the group of the resources available from AWWA. Nancy encourages use to use their resources in possibly a new and different way.

Richard reminded the Chairs to look at the website and the committee goals to see if changes are needed.