

People Caring About Water

2011

**Annual NOWRA
Business Meeting**



Agenda – 2011 Business Meeting

- President's report
- Sec./Treas. report
- Executive Director's report
- VP report
- Other business
- Open discussion
- Adjournment

President's Report

Dick Otis



Welcome to the 1st Onsite Wastewater Systems Summit!



National Onsite Wastewater
Recycling Association

☎ 800.956.2942

People Caring About Water



People Caring About Water

2010-2011 Accomplishments



2010-2011 Accomplishments

- Well into the first year of a 3-year agreement with WEF
- Hired **Eric Casey** as a full time Executive Director

ESTABLISHING PARTNERSHIPS



- Invited NAWT & SORA to participate with NOWRA's lobbying activities
- Active participant in EPA MOU
- Water softener study with WQA and WERF

ESTABLISHING PARTNERSHIPS (con't)

- Partnership with NESCC, WERF, and Wastewater Education to demonstrate benefits to decentralized applications
- Promotion of National Groundwater Association's Groundwater Awareness Week
- Co-sponsor of WEF's Disinfection Conference
- Cooperating with COLE Publishing in training and the Roe-D-Hoe competition

2010-2011 Accomplishments (con't)

- Onsite/Decentralized Wastewater Lobbying Coalition
- Collaboration with WEF's Small Communities Committee
 - Teaming to develop fact sheets and include more training in WEF's regional workshops
 - Preparing a decentralized management workshop proposal for 2012 WEFTEC

2011-2011 Initiatives

- Education and Training
 - A to Z and CIOWT training
 - Distance learning: webinars and online
- Monthly column in Onsite Installer
- Increased communication and press releases:
 - e-News
 - Onsite Journal



**Leaders for
Decentralized
Systems**

*The Changing
World of
Wastewater
Treatment*

Business Benefit Program 2011

**Smart
Promotional
Opportunities
for NOWRA
Business
Members**



2011-2012 Initiatives (con't)

- Wells Fargo equipment financing discount
- Resource Library
- Dues Task Force
- New association software and website
- Creating new revenue streams
 - Training (A to Z, CIOWTs, online)
 - Enhanced Septic Locator listings

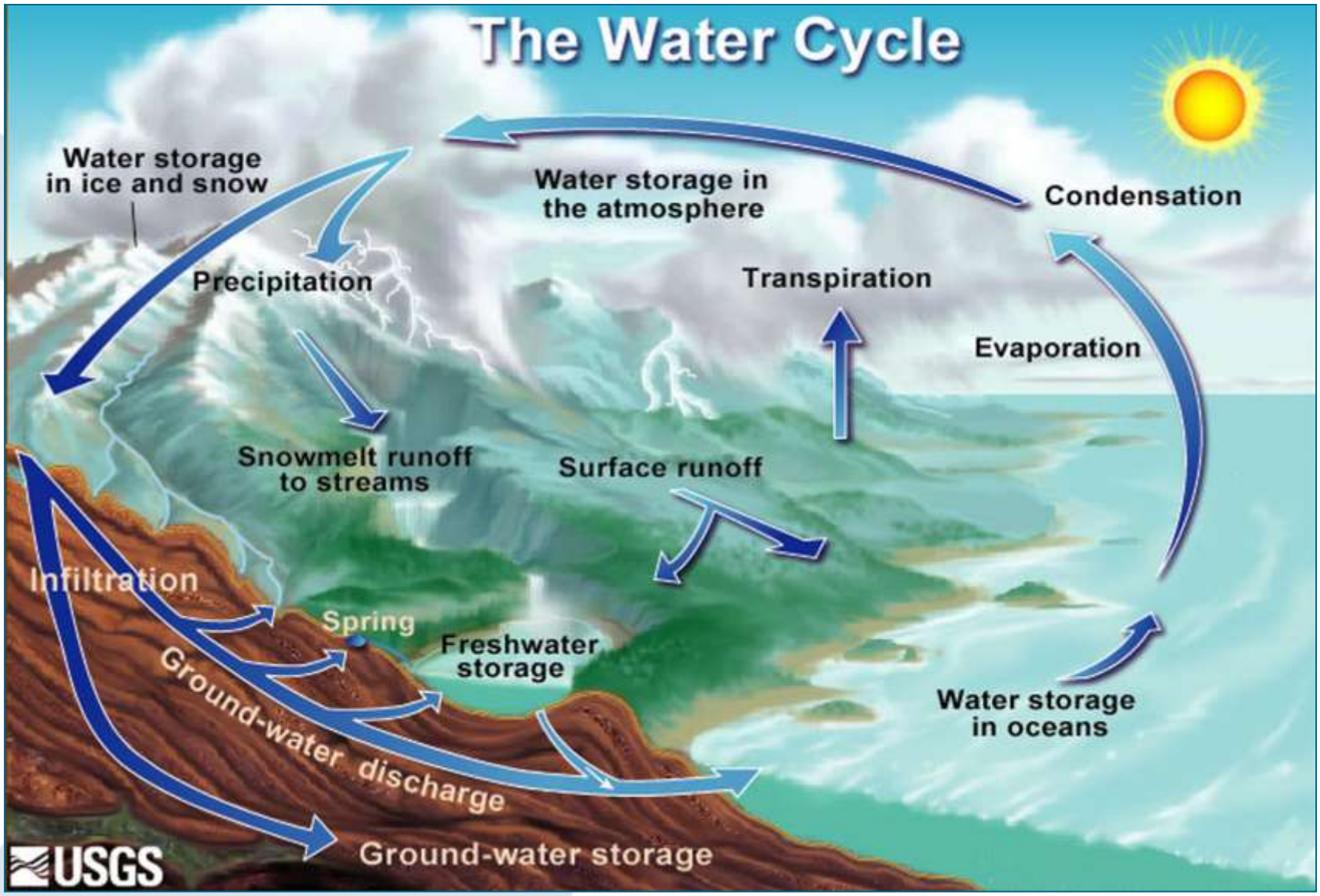
Looking Ahead

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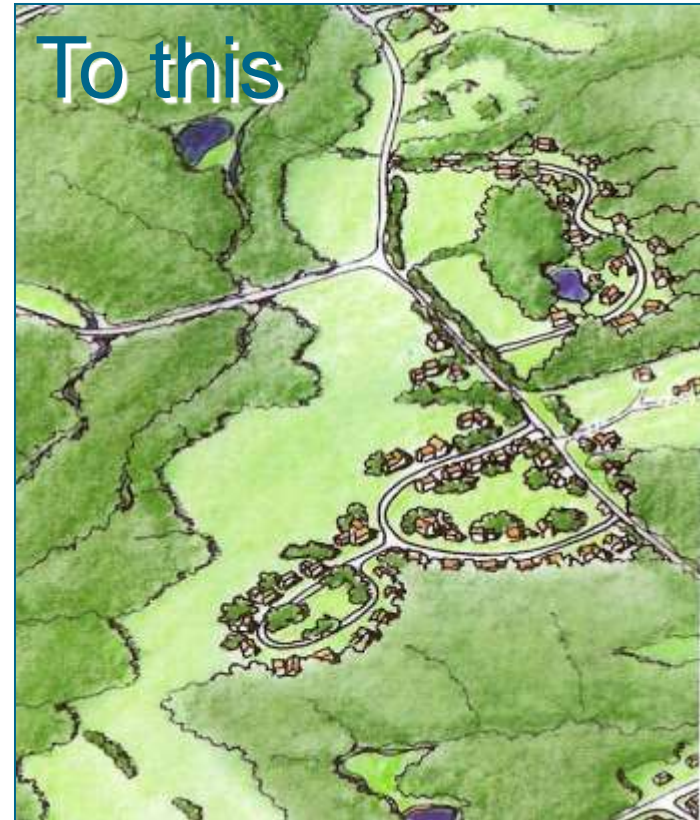
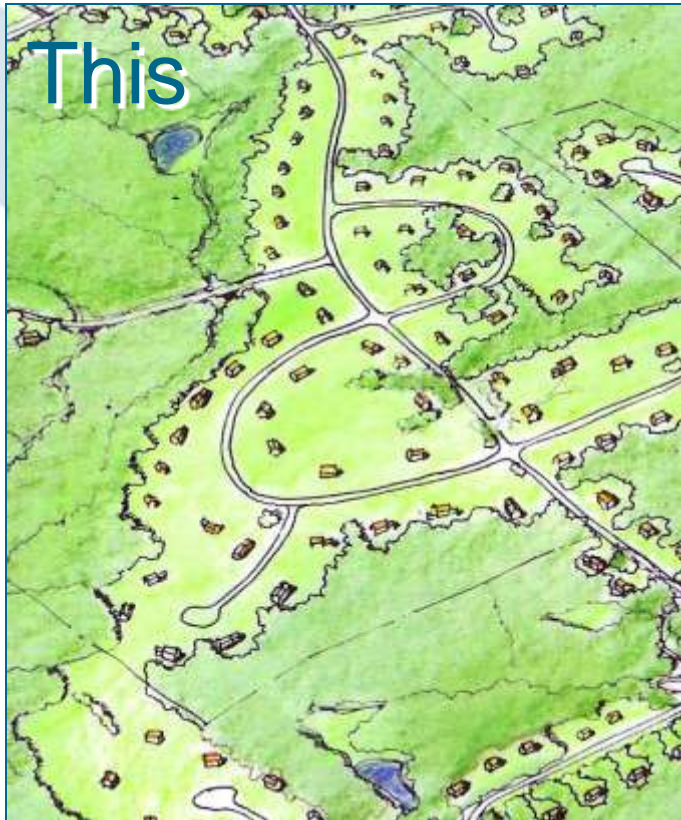
The Water Cycle



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Making a Difference



Illustrations from “*A Creative Combination: Merging Alternative Wastewater Treatment with Smart Growth*”, by Joubert, Loomis, Dow, Gold, Brennan, Jobin & Flinker. Published by University of Rhode Island, 2005.

NOWRA's Model Framework for Unsewered Wastewater Infrastructure

1. **Performance requirements** that protect human health and water resources
2. **System maintenance** to sustain performance within established goals
3. **Compliance monitoring and enforcement** to ensure performance is sustained
4. **Technical guidelines** for system design, construction and operation
5. **Education and training** for practitioners, regulators and owners
6. **Certification and licensing** to maintain standards of competence and conduct
7. **Management program reviews** to identify shortcomings and necessary corrections

“The Fifth Paradigm”

“Cities of the Future” Novotny & Brown, 2007

A New Relationship with Water

- Total hydrologic water and mass balance in which all water (drinking water, stormwater, wastewater) are managed in a closed loop
- “Engineered ecology” approach
(Patrick Lucey)



Secretary/ Treasurers Report

Greg Graves



Financial Update

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	YTD June 30, 2010	YTD June 30, 2011
Income						
Advertising	\$ 45,846	\$ 26,957	\$ 5,682	\$ -	\$ (319)	\$ 4,500
BBP	114,000	99,000	61,500	33,500	33,500	51,625
State Dues	154,873	187,330	130,654	78,660	87,040	70,290
Convention						
Exhibitor	115,475	71,728	36,305	23,365	18,565	-
Registration	158,136	116,722	45,433	34,306	-	220
Other	89,964	12,775	8,798	3,146	1,104	14,606
Total Income	\$ 678,293	\$ 514,511	\$ 288,372	\$ 172,976	\$ 139,890	\$ 141,241
Expenses						
Administrative	\$ 45,356	\$ 32,852	\$ 20,239	\$ 37,339	\$ 21,902	\$ 12,681
Mgmt Fees/Salaries	234,375	215,339	89,157	72,928	-	43,004
Advertising	120,795	62,728	19,243	10,394	4,434	779
Conventions	268,113	177,621	84,228	51,220	12,895	21,232
Website	20,566	21,776	1,692	620	-	261
Other	(33)	-	4,379	449	59	-
Total Expenses	\$ 689,172	\$ 510,316	\$ 218,938	\$ 172,951	\$ 39,291	\$ 77,957
Net Income	\$ (10,880)	\$ 4,195	\$ 69,434	\$ 25	\$ 100,599	\$ 63,284

Financial Update

- 2011
 - NOWRA currently has \$77K in the bank
 - We are slightly ahead of last year in income, but also in expenses
 - We need to target increasing income
 - Expenses must be watched closely
 - How can we keep and get back State Affiliate groups

The Rest of 2011

- Biggest issue moving forward is income
 - Need to keep States & BBP's happy
 - Revenue generating ideas
 - Trade shows
 - Market study
 - Roe-D-Hoe
 - Model Code
 - Others?
 - We need your help!

Vice-President's Report

Tom Fritts



The Governance of NOWRA

- The Board of Directors (16 Members)
 - Executive Committee (4 Appointed Officers)
 - President
 - Vice President/President Elect
 - Past President
 - Secretary-Treasurer
 - Executive Director (*Non-Voting Staff*)
 - Board Members (12 Elected Members)

Board Members

- At least two (2) representatives from each of 6 member sectors:
 - Designer / Engineer / Site Evaluator / Soil Scientist
 - Installer / Contractor
 - Supplier / Vendor
 - O&M / Service Provider
 - Regulator
 - Academic / Researcher

2010-2011 Board of Directors

- **Academic:** Randy Miles (MO) *
Robert Rubin (NC)
- **Engineer:** Michael Hines (TN)
Craig Gilbertson (MN)*
- **Installer:** Eugene Bassett (NM)
- **Service:** Eric Larson (MN)
Tony Birrittieri (WI)*
- **Regulator:** Ed Corriveau (PA)*
Brent Reagor (MA/SC)
- **Supplier:** Mike Catanzaro (LA)*
Doug Jatcko (CO)
Robert Mayer (VA)

** term expires in 2011*

NOWRA BOD Election

2011 BOARD OPENINGS:

(3-year term, Dec. 1, 2011 thru Nov. 30, 2014)

- Engineer – 1
- Academic – 1
- Service Provider - 1
- Supplier – 1
- Regulator - 1

Elections to run from Sept 1 – Oct 31
Nominations open shortly!

2011-2012 NOWRA Officers

Dec 1, 2010 – Nov. 30, 2012

- President – Dick Otis (WI)
- Vice President – Tom Fritts (MO)
- Secretary/Treas. – Greg Graves (OH)
- Past President – Tom Groves (MA)

NOWRA's Committees

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National Onsite Wastewater
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NOWRA Committees & Task Forces

Committees:

- **Technical Practices** - Allison Blodig (KS)
- **Education** – Bob Rubin (NC)
- **Mktg, Membership & Comm.** – Jennifer Cisneros (KS)
- **Governmental Relations** – Kevin Jehl (OH)
- **Model Code** - Tony Smithson (IL)
- **External Affairs** – Raymond Peat (KS)
- **Conference** – Craig Gilbertson (MN)/Brent Reagor (SC)
- **Affiliate Group Leaders** - Patrick Martyn (MN)

Task Forces:

Due Restructuring – Tom Groves

Website/Database – Bob Mayer

Committee Activities

- **Technical Practices**

- Development, review, monitoring of technical practices

- Participation in Water Quality Association research effort on water softener impact on septic tanks
- Quality Installation Checklist
- Restaurant Do's and Don'ts
- Adding technical content to NOWRA's Resource Library

Committee Activities (con't)

- **Education**

- NOWRA Training
 - A to Z course
 - CIOWTS course
 - Pumper Show
- Distance Learning Platform
 - Turnkey platform for education & training
 - Potential to be valuable tool for affiliate training and public outreach
- Installer Academy
 - Reviewing options for 2012 Installer Academy
- Position papers
 - Proper siting of onsite systems
 - Wastewater infrastructure
 - High strength wastewater

Committee Activities (con't)

- **Marketing/Communications**
 - The “face” of NOWRA
 - Roe-D-Hoe
 - 2012 Pumper Show In Indianapolis
 - Working with state affiliates to help them host their own event
 - Onsite Jeopardy
 - Membership promotion
 - Graphic and design support
 - Need additional volunteers
 - Onsite Journal re-introduction

Committee Activities (con't)

- **Government Relations**

- Outreach to policy-makers and other stakeholders on benefits of onsite/decentralized infrastructure solutions
- Provide support where appropriate on state issues
- Initiate Federal Government lobbying program

- **Model Code**

- Exploring ways to make this useful to the industry
- Held initial meeting in May. Future meetings planned

Committee Activities (con't)

- **Conference Committee**
 - Develops educational content and format for NOWRA Educational events
 - Annual Conference
 - Installer Academy
- **Affiliate Leaders**
 - Increase Affiliate involvement and direct communication with NOWRA

LEARN MORE ABOUT OUR INDUSTRY!

- Join a Committee!
- Make new friends!
- Have some fun!
- Make a Difference!

www.nowra.org

Executive Directors Report

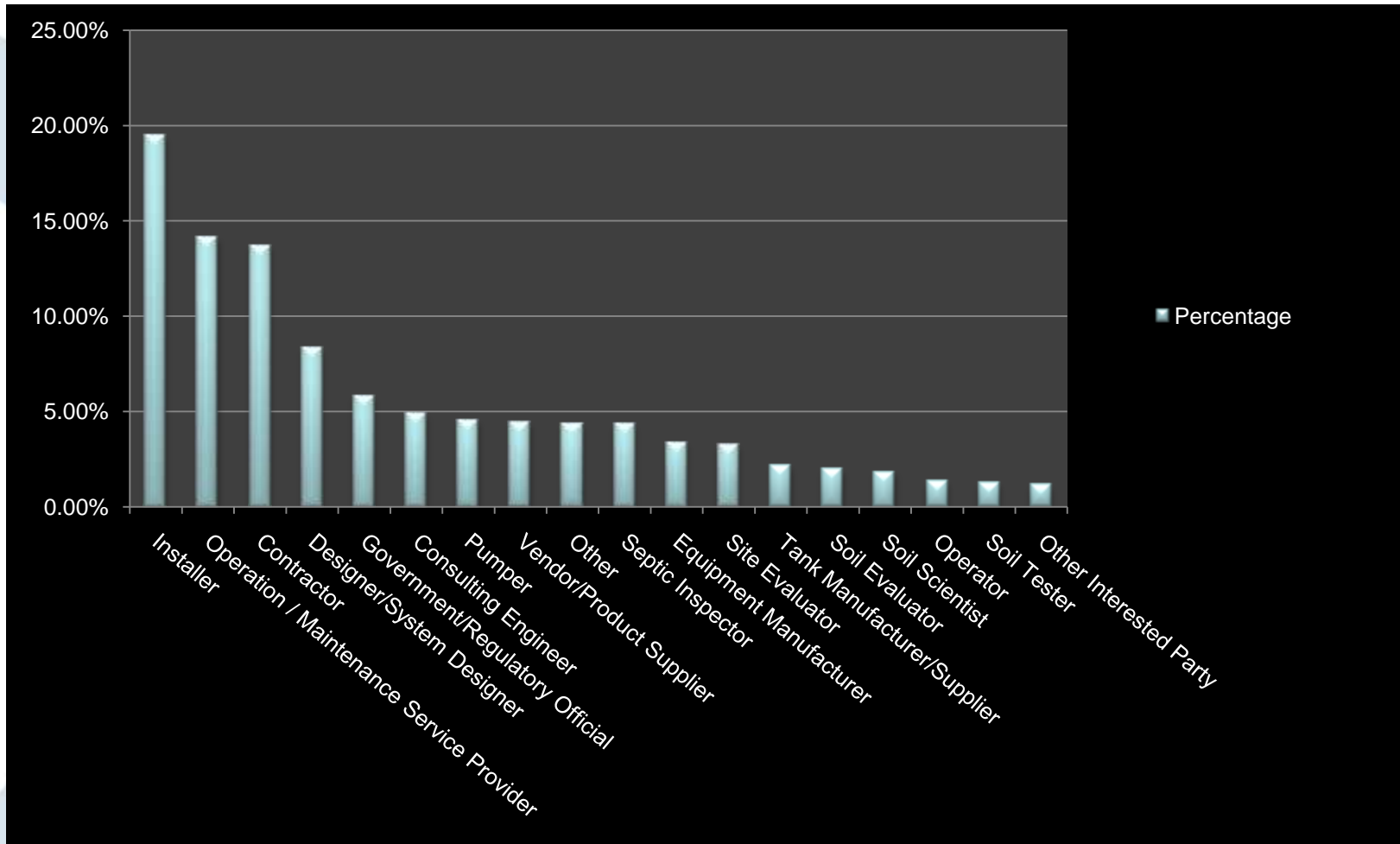
Eric Casey



Who is NOWRA?

- The largest U.S. organization devoted exclusively to supporting members of the onsite and decentralized industry
- Founded 1991
- Represent all segments of industry
 - Contractors
 - Service Providers
 - Designers & Engineers
 - Regulators
 - Academics
 - Manufacturers

NOWRA Members by Industry Category



People Caring About Water

Map of NOWRA Affiliate States



- COWRA (Carolinas)
- CPOW (Colorado)
- DOWRA (Delaware)
- IOWWA (Iowa)
- KSFA (Kansas)
- MOWPA (Maryland)
- MOWRA (Michigan)
- MnOWA (Minnesota)
- MSO (Missouri)
- POWRA-NM (New Mexico)
- POWRA (Pennsylvania)
- VOWRA (Virginia)
- WOWRA (Wisconsin)
- WPCA (Wisconsin)

2011 BBP Members

Gold

Bio-Microbics, Inc.
Infiltrator Systems, Inc.
Presby Environmental, Inc
Onsite Installer
RID-X®

Bronze

Geoflow

Silver

Advanced Drainage Systems, Inc
Anua (Bord na Mona)
Norweco, Inc
Polylok
Salcor
Wieser Concrete

Loyal Supporter

Arcan
Clarus Environmental
Jet, Inc.
Netafim USA
Residential Sewage Treatment
SJE-Rhombus

Headquarters Activities

- WEF relationship
 - Support for NOWRA's operations
 - NOWRA maintains its independence
 - Collaboration on issues of mutual interest
 - Disinfection Conference
 - WEFTEC
 - Small Communities Committee

Affiliate Support

– Affiliate Support Activities

- Monthly conferences with state leaders
- Representation at state events
- D&O Insurance for affiliate officers
- WEF Leadership Training
- Involvement/support of local issues
- Newsletter support
- Dues restructuring

– Future

- Distance learning platform
- Newsletter content services

What do we do for members?

– National representation

- Only national organization with direct access to state and federal policy officials
 - Complements/enhances value of local affiliates
 - Communication and collaboration with other national groups that affect our industry
- Education & training
- Monthly NOWRA E-News
- Resource Library
- Homeowner Folders

What do we do for members?

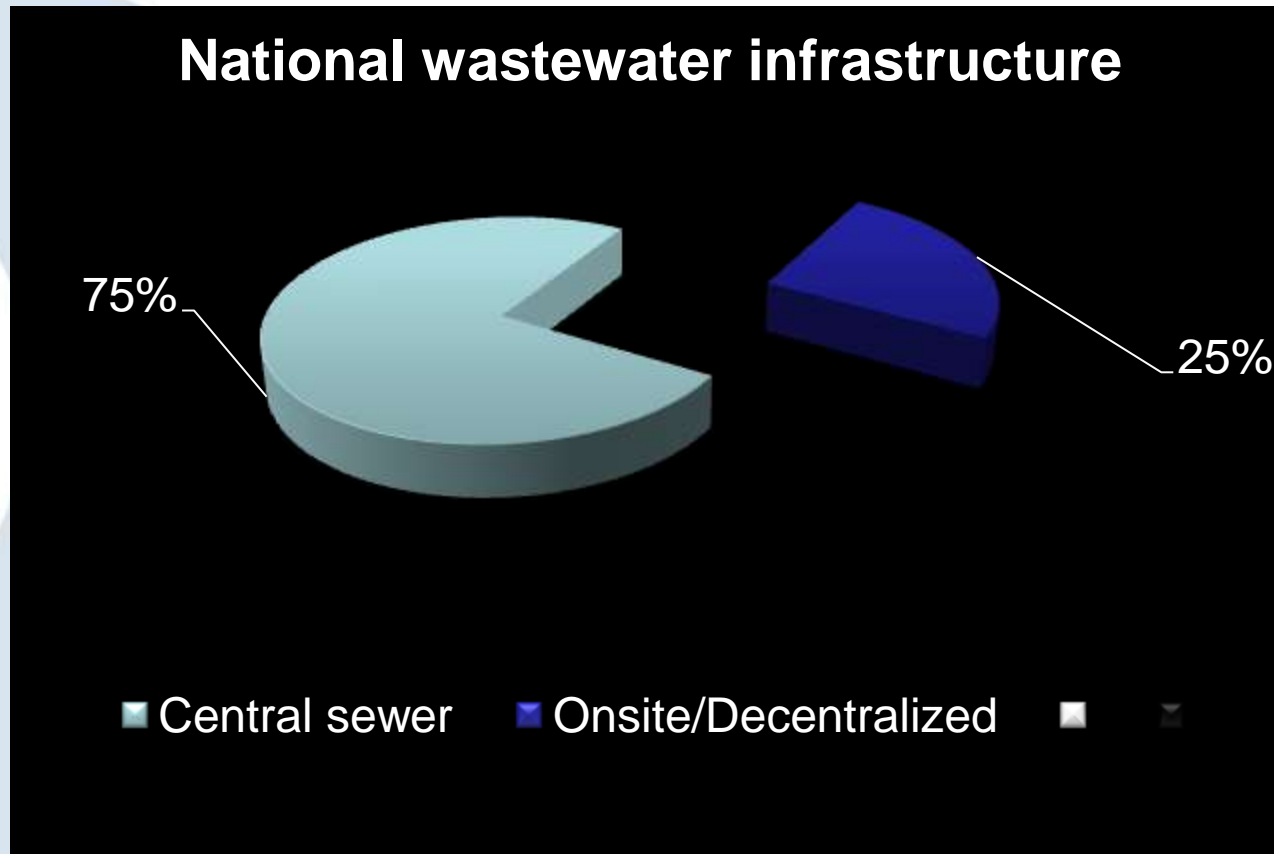
- Septic Locator
- Continues to be the best internet source for goods and services
- Free to NOWRA members
- Members should update their profile at least twice a year



What do we do for members?

- **NEW! Equipment Financing**
- **In development**
 - Liability insurance for contractors
 - New website/database
 - More opportunities to connect with other members
 - Easier e-commerce
 - Real-time Septic Locator updates
 - Better member communication

Making a difference in Washington



Making a difference in Washington

- SRF Funding – Is this fair?



- Central sewers



- Onsite/decentralized systems

Making a difference in Washington

- Lobbying Effort
 - We have a terrific story to tell
 - Green, clean, and cost-effective
 - Deck is stacked in favor of central sewer
 - Nothing will change unless we carry our story to decision-makers in Congress, EPA and other agencies
 - NOWRA is working to build a coalition of industry players
 - Manufacturers
 - Other onsite organizations
 - Individual members (grassroots)
 - Partners outside our industry

Making a difference in Washington

- Lobbying Effort
 - Desired Outcome: increased federal funding for:
 - System remediation
 - Practitioner training/professional development
 - Expand onsite/decentralized wastewater infrastructure across US
 - Facilitate technology transfer
 - Increase public awareness and education
 - Encourage better disposition/reuse of biosolid waste

Headquarters Activities (cont'd)

- Lobbying Effort
 - Two-year initial campaign
 - \$150,000
 - Steering committee to define goals/strategies
 - Engage DC lobbyist
 - Communications/PR with stakeholders

With your support, we can begin to change this unfair inequity in federal funding.

Other Business



People Caring About Water

Open Discussion



NOWRA

For More Information

www.nowra.org

**National Onsite Wastewater Recycling
Association**

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