



Social Media

SEO & PR

for trades

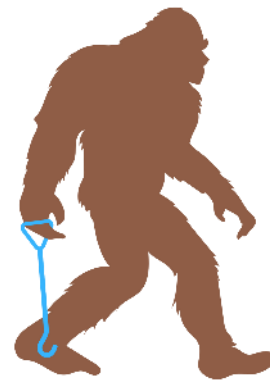
Presented at the 2025 NOWRA Mega-Conference, October 19-22, 2025

The views expressed in this presentation are those of the presenter and do not necessarily reflect the views of NOWRA, NAWT, SORA or their affiliates.

Introduction – Dawn Rohrs

Business Owner/Content Creator

- President of Cyclone Septic & Plumbing
 - Installer
 - Pumper
 - Soil Profiler
- That Septic Girl
- Pumpsquatch
- VP of NAWT



Pumpsquatch





- Why it Matters
- Building Your Avatar
- Social Media Platforms & Strategy
- SEO Basics
- Press Releases
- Q&A



Why Does It Matter?

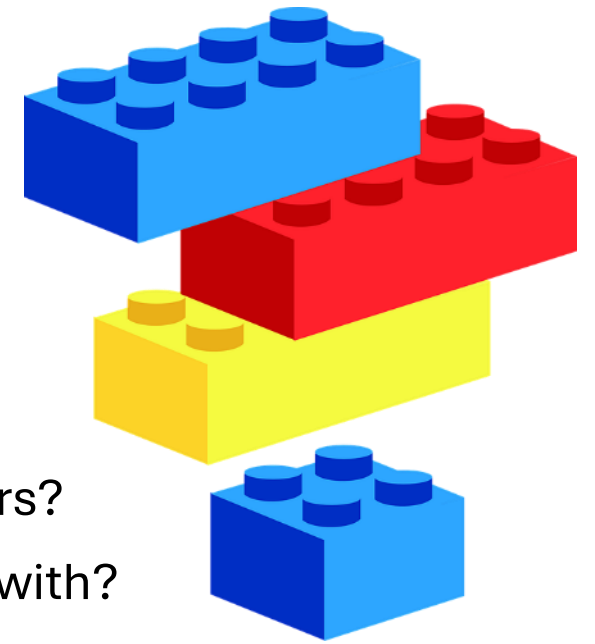
- Build brand trust and visibility.
- Connect with the local community.
- 72% of the US population is active on at least one social media platform
- Americans spend 2 hrs per day on social media
- The majority of users are 27-42 yrs old





Your Avatar

Are you marketing to
the right people?



Build Your Avatar

- Who are your most profitable customers?
- What customers do you enjoy working with?
- What customers do you dread working with?

Keep in mind, your avatar does NOT need to look like your current customer base! You're building your *ideal* customer!

Identify your avatar before starting or investing in more marketing

Know Who Your Customers Are

- Age
- Gender
- Marital Status
- Service Area
- Income
- Budget
- Pain Points
- Socioeconomics
- Frequency of Service
- Preferred Method of Communication
- Decision Making Process
- Opinions on Septics
- Their Preferred Platform



Social Media

Choosing the Right Platform



Where can they find you?

- Website
- Google My Business
- Facebook
- YouTube
- Instagram
- TikTok
- Reddit
- LinkedIn
- X (Twitter)
- Threads
- Pinterest
- Snapchat

97% of people
looking to buy do an
online search first!



The Trinity

- Personal Brand
- Business Brand
- User Profile



Facebook

- Age
 - 18-24 years: 18.6%
 - 25-34 years: 24.2%
 - 35-44 years: 19%
 - 45-54 years: 14.2%
 - 55-64 years: 11.7%
 - 65+: 12.3%
- Gender: 53.8% male, 46.2% female
- Income Level : 74% of US adults earning \$75,000+ use
- Education Level: 74% of US users have a college degree or higher





- Age

- 18-24 years: 20%
- 25-34 years: 27%
- 35-44 years: 16%
- 45-54 years: 14%
- 55-64 years: 8%
- 65+: 6%

The 2nd largest
search platform,
owned by the 1st!

- Gender: 53% male, 47% female
- Income Level : 48% of US adults earning \$75,000+ use
- Education Level: 50% of US users have a college degree or higher

Instagram



- Age
 - 18-24 years: 29.8%
 - 25-34 years: 33.1%
 - 35-44 years: 16.1%
 - 45-54 years: 8%
 - 55-64 years: 3.6%
 - 65+: 1.5%
- Gender: 49.1% male, 50.9% female
- Income Level : 42% of US adults earning \$75,000+ use
- Education Level: 43% of US users have a college degree or higher

TikTok

- Age
 - 10-19 years: 32.5%
 - 20-29 years: 29.5%
 - 30-39 years: 16.4%
 - 40-49 years: 13.9%
 - 50+ years: 7.1%
- Gender: 47% male, 53% female
- Income Level : 37% of US adults earning \$75,000+ use
- Education Level: 42% of US users have a college degree or higher





- Age

- 18-24 years: 21%
- 25-34 years: 60%
- 35-44 years: 17%
- 55+ years: 2%

- Gender: 57% male, 43% female
- Income Level : 50% of US adults earning \$75,000+ use
- Education Level: 51% of US users have a college degree or higher

X (Twitter)

- Age

- 18-24 years: 24%
- 25-34 years: 27%
- 35-44 years: 19%
- 45-54 years: 11%
- 55-64 years: 6%
- 65+: 6%

- Gender: 56% male, 44% female
- Income Level : 41% of US adults earning \$75,000+ use
- Education Level: 42% of US users have a college degree or higher



Pinterest

- Age
 - 18-24 years: 25%
 - 25-34 years: 34%
 - 35-44 years: 20%
 - 45-54 years: 10%
 - 55-64 years: 7%
 - 65+ years: 4%
- Gender: 22% male, **78% female**
- Income Level : 41% of US adults earning \$75,000+ use
- Education Level: 50% of US users have a college degree or higher





Snapchat

- Age
 - 18-24 years: 50%
 - 25-34 years: 26%
 - 35-44 years: 12%
 - 45-54 years: 2%
- Gender: 44.6% male, 54.4% female
- Income Level : 38% of US adults earning \$75,000+ use
- Education Level: 36% of US users have a college degree or higher



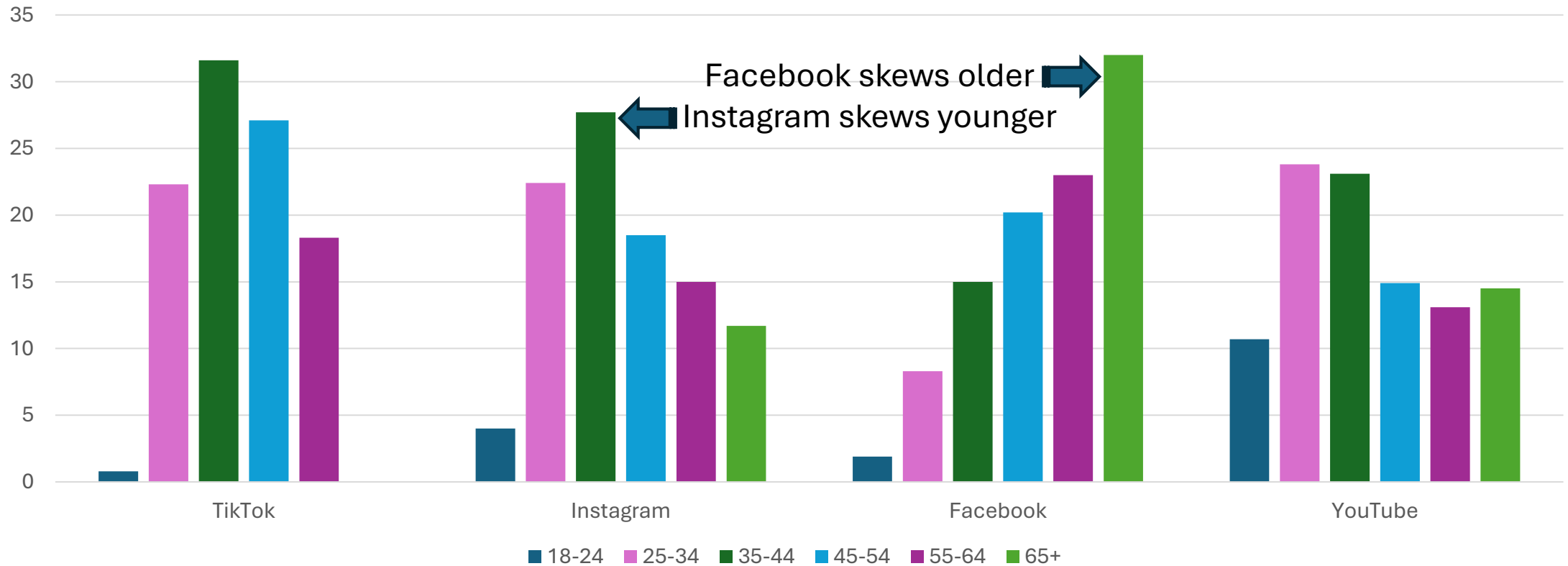
Market to Your Avatar

- Now that you know who your ideal customer is, you can focus on the platform they are most likely to be on.



Your customers will vary across platforms!

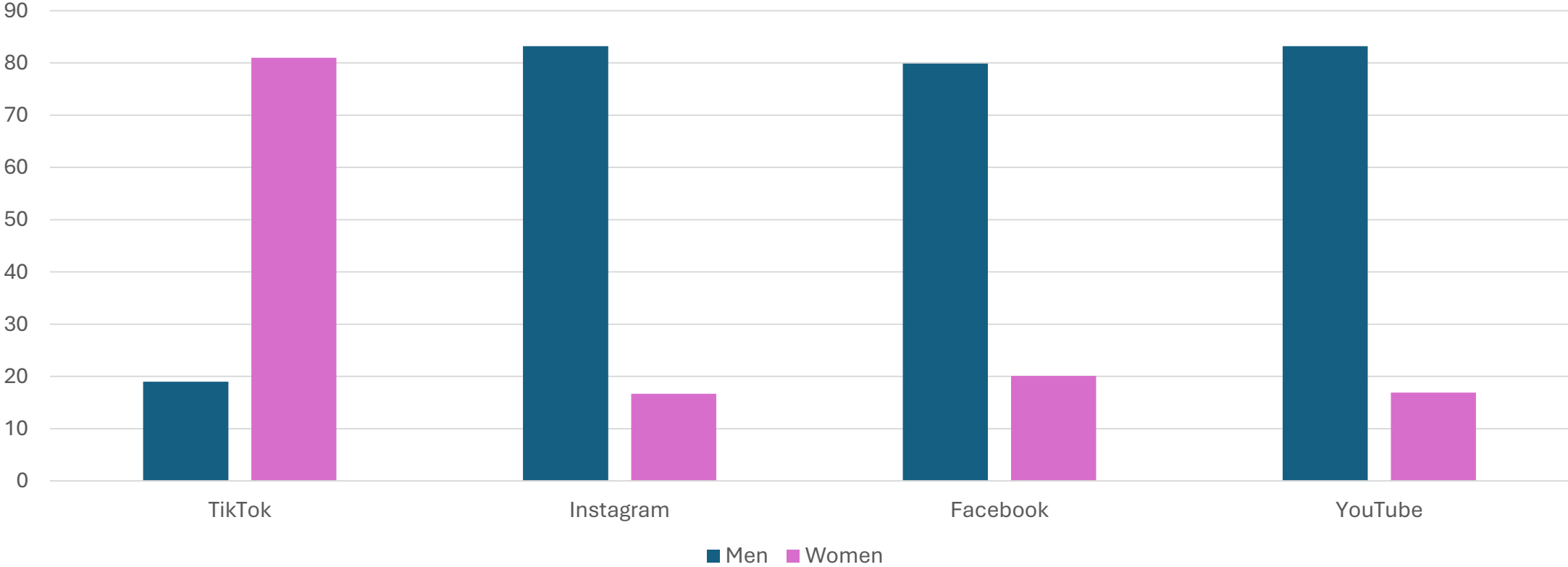
My audience - Age



Your customers will vary across platforms!



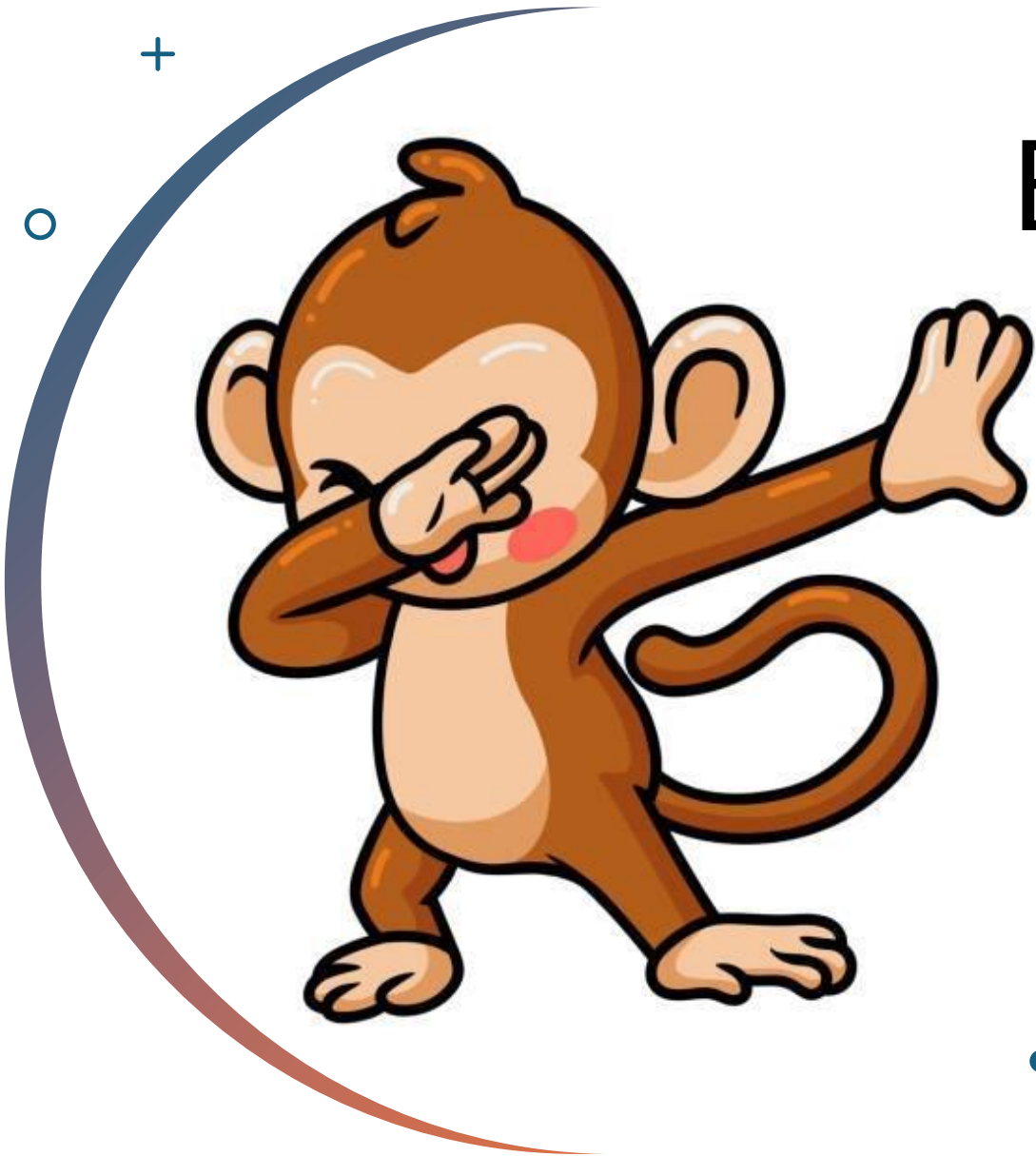
My audience - Gender



Is Your Marketing Female Friendly?

- According to Forbes, women make 90% of the financial decisions in American households.
 - Who is doing the online searches?
 - Who is calling around for prices?
 - Is your website and/or social media taking the female perspective into account?



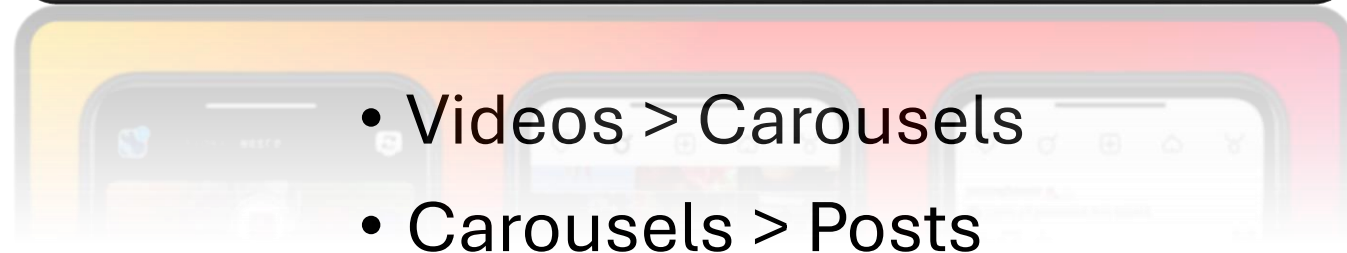


Entertain or Educate

- People don't want to see ads
- Social media is entertainment!
- Make it:
 - Funny
 - Informational
 - Controversial
 - ***Engaging***

Post Types

- Reels/Shorts
 - TikTok – 10 min
 - Meta – 1.5 min
 - YouTube – 3 min
- Carousels – multiple images or videos
- Stories
- Images



- Videos > Carousels
- Carousels > Posts
- Posts > Nothing

Why do you want to go viral?

- Google uses authority in ranking businesses. The more popular your business is on social media (esp YouTube) the higher you may rank!
- Your local reach will increase with good content.



Viral Marketing for Service Businesses

- Facebook – 17k
- Instagram – 1.2M
- TikTok – 802k



Cisneros Brothers Plumbing, Restoration, Heating & AC Repair [Follow](#)

Scratch that "coming soon" Cisneros Brothers is officially offering HVAC services NOW! That being said, we are actively hiring experienced installers ... See more

Original audio Cisneros |

Content That Converts!

- Educational posts (e.g., "Signs Your Septic System Needs Maintenance").
- Customer testimonials and before/after photos.
- Seasonal tips and FAQs.
- Behind-the-scenes or day-in-the-life videos.



Making a List & Emailing it Twice

- How many email addresses do you have?
- How are you marketing to them?
- Constant Contact, MailChimp, Amazon SES



Why do you want to go viral?

Your customers are more likely to see a video that gets 2M views vs 200 views!

- *Content Creators* make content
- *Influencers* influence their audience to buy a product

You can (and will be) one or both



Algorithms

- Meta shows a post to 10% of your followers.
- TikTok shows your post to 200-300 random people.
- YouTube will test 4-5 “groups” of ~100 people.

If your videos aren't doing well, it's not the algorithm! Take a look at your content to see why it's not landing with the test users.

Algorithms do change regularly but the key to success is still the same – engagement!

Followers ≠ Success

Here's some pics of our Thursday as it was busy day of pumping, repairs and also servicing a B52 plane at Tinker AFB on top of our new septic install in MWC as well. We were also able to pump about 24,000 gallons for the city of Spencer, OK as they had a lot of backed up sewer line and overflowing manholes and was emergency pumping as we had our (2) big tankers and got it handled and emptied so they could work on it. Customer service is what it's all about and we have the t... See more



- This septic company has >30,000 followers and averages less than 10 likes per post
- Low engagement means <300 people are seeing their posts

2 1 share



Dunagan-Farms

November 26 at 1:26 PM

Our best selling beef bundle is back for our Black Friday sale.



ORDER HERE



Standard Cut Only

1- Shoulder Roast (2-3 lb each)

1- Rump / Pikes Peak Roast (2-3 lb each)

3-Chuck Roasts (2-3 lb each)

8-9-Ribeye Steaks, Bone-in (3/4", 2 per package)

8-9-T-Bone Steaks (3/4", 2 per package)

4-5 Tenderized Round Steaks

4-5 Sirloin Steaks (3/4", 1-2 per package)

1- Tri-Tip or Picanha (processor picks)

40-45# Ground Beef (1 lb pkg vacuum sealed)

3 pkgs Short Ribs

5 Pounds Stew Meat

1/2 Brisket

4 cubic feet of freezer space is needed

This is an average, actual number of packages can vary depending on actual carcass size.

94

193 comments 14 shares

Engagement

- What did they do to create this much engagement?



2:35 📶 44%

TikTok

Toilet paper test after 1 week
197.21s

Posted on Mar 17, 2023, 11:07 PM

1.2M 39K 1,334 15K 5,277

Overview Viewers Engagement

Key metrics ⓘ
Updated on 11/23/2024.

Video views 1152363	Total play time 18648h:5m:38s
Average watch time 58.0s	Watched full video 8.14%
New followers 3855	

Data chart is only shown for 21 days from the date your video is posted.

Retention rate ⓘ
On average, viewers watched 27% of your video.

2:36 📶 45%

Instagram

Which toilet paper is best for your septic? Part 2.5 Round 1 - 1 hour
It might be better than you think. @karen.hoschke.com

Episode 3 🏠 Testing Toilet Paper for #SepticSyste...
January 7 · Duration 0:51

2.6M 26K 780 13K 3.3K

Overview ⓘ

Accounts reached	2,051,766
Reels interactions	43,860
Profile activity	4,177

Reach ⓘ

2,051,766

🏠 🔍 + 📺 👤

2:39 📶 46%

Facebook

Reel insights

Overview ⓘ

Views	1,775,648
Reach	996,478
Interactions	4,635
Link clicks	--

Views ⓘ
1,775,648

Watch time ⓘ

Average watch time	10s
Watch time	Higher than typical 125d 2h

Interactions ⓘ **4,635**

Reactions	Higher than typical 4,458
Comments	Higher than typical 65
Shares	Higher than typical 73
Saves	Higher than typical 39

📘 Boost unavailable

Not All Ads Are Equal

- Social Media & Print – Name Recognition
- Google & YouTube – Subject Authority & Point-of-sale



A silhouette of a person jumping over a wall at sunset. The person is in mid-air with arms outstretched. The background is a gradient from dark blue at the top to orange at the bottom. The wall is a dark silhouette on the right side.

Taking the Leap on Social Media

I Don't Know What To Post!

- Any question you've ever received is a video
- Remember, you're trying to convince Google you're the expert
- There are no trade secrets
- Don't overthink it

JUST POST!



Start Slow

- Building a business account is different than an influencer account.
 - You don't need 20M followers overnight
 - Plan your sales funnel
- Stay in your niche!
 - Don't jump on a trend unless it will attract the right followers.
- If you feel overwhelmed, pick one platform to start
- Be consistent
 - Post the same day & time
 - One day/week is fine – 3-5 is ideal
- Interact with your followers – show them you care about them



Scheduling Tools

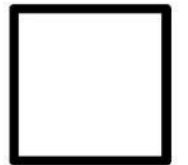
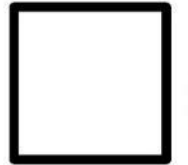
A blue pen with a textured grip and the word 'VODKA' printed on it lies horizontally across a spiral-bound notebook. The notebook has a calendar overlay with dates like '2015' and '30' visible. The background is a light, neutral color.

- Meta (limited to Facebook & Instagram only)
- Hootsuite
- Metricool
- Publer
- Buffer

- Many, many others

Posting Checklist

- What's your hook?
 - You only have 3-5 sec to get their attention!
- Use your titles, captions & hashtags to tell the algorithm what your video is about.
- Tag your location
- Make a CTA – follow me, subscribe, call...
- Are you inviting engagement
- Do NOT share videos with watermarks



Warning

Viral videos aren't for the faint of heart!!!

- You will get negative comments! Don't be dumb.
 - Don't say anything that can reflect negatively on your business
 - Keep politics out of it
- Instagram/Facebook users are meaner than TikTok users





Questions?



LINKS

WEBSITE

DOMAIN

ACKLINS

MARKETING

OPTIMIZE

RESULT

RANKING

ENGINE

WEB LOGS

SEO

DESIGN

CONTENT

WEB 2.0

CONTENT

What is SEO?

The process of improving your website so it shows up higher in search engine results.

It helps your business get found online by the right customers.



What is SEO?

The process of improving your website **name** so it shows up higher in search engine results.

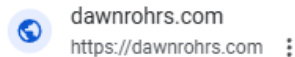
It helps **you and** your business get found online by the right customers.



Who are you, again?

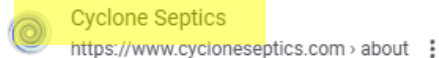
- Search your name
- Search your business name
- Keep adding descriptors until you find yourself – start broad!
 - *Your name/business name*
 - *Your name/business name your state*
 - *Your name/business name septic*
 - *Your name/business name your town*





Dawn Rohrs

Dawn Rohrs, aka That Septic Girl, is a **wastewater expert** that champions sustainability through her education efforts while leading Cyclone Septics with ...



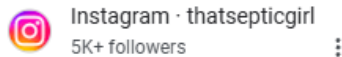
About Us

About Our Team. Michael and Dawn Rohrs **grew up in Northern Oklahoma**. They worked in Houston, TX for 10 years in the oil industry.



Dawn Rohrs - President - Cyclone Septics

Dawn is an **accomplished professional with a 20-year background in the oil & gas industry** and 8 years in the wastewater industry. Her experience in both has ...



Dawn Rohrs (@thatsepticgirl) • Instagram photos and videos

Your **Septic Expert**. Follow for tips on maintaining your septic system. #ThatSepticGirl Owner, @cycloneseptics in Guthrie, OK.

Images





That Septic Girl

<https://www.thatsepticgirl.com>

That Septic Girl - Your Septic Expert

Discover **expert septic system education**, shop for top-rated septic products, and connect with That Septic Girl on social media. Visit for all things septic, ...

[Septic Grant Programs](#)[Merchandise](#)[The Throne Room Blog](#)[About Me](#)

YouTube · Dawn Rohrs | That Septic Girl

150+ followers

Dawn Rohrs | That Septic Girl

Videos · Women Make Good Equipment Operators · The 7 Worst Mistakes If You Have a Septic System · Should you get a septic inspection?



TikTok · That Septic Girl

13.8K+ followers

That Septic Girl (@thatsepticgirl)

That Septic Girl (@thatsepticgirl) on TikTok | 99.8K Likes. 13.8K Followers. Your Septic Expert YT: ThatSepticGirl IG: ThatSepticGirl.



Cyclone Septics

<https://www.cycloneseptics.com> › [that-septic-girl](#)

That Septic Girl

Did you know **Cyclone Septics is the home of That Septic Girl?** Follow her on social media to learn more about your septic system. She's your septic insider.



Instagram · thatsepticgirl

5K+ followers

Dawn Rohrs (@thatsepticgirl) • Instagram photos and videos

Your Septic Expert. Follow for tips on maintaining your septic system. #ThatSepticGirl Owner, @cycloneseptics in Guthrie, OK.

- Open now
- Prices
- Top rated
- Residential
- Cheap
- Hiring
- For Sale
- Truck
- Design

Results for Guthrie, OK [Use precise location](#)

Sponsored · Septic system services | Guthrie

GOOGLE GUARANTEED



Hull Plumbing Inc.
 4.8 ★★★★★ (2.4K) · Septic system services
 27+ years in business · Serves Guthrie
 Open 24/7 · Background checked



Message



Get phone number



Hi-Tech Plumbing & Leak Detect
 4.8 ★★★★★ (2.1K) · Septic system services
 24+ years in business · Serves Guthrie
 Open 24/7 · Family owned



Message



Get phone number

Show more

Businesses

Cyclone Septics

4.8 ★★★★★ (87) · Septic system ser...
 7+ years in business · Guthrie, OK
 Closed · Opens 8 AM Tue · (405) 373-1...
 "fast efficient knowledgeable same day service"



Schedule



Website



Directions

J & P Septic Tank Services

3.0 ★★☆☆☆ (2) · Plumber
 10+ years in business · Crescent, OK
 (405) 969-3833

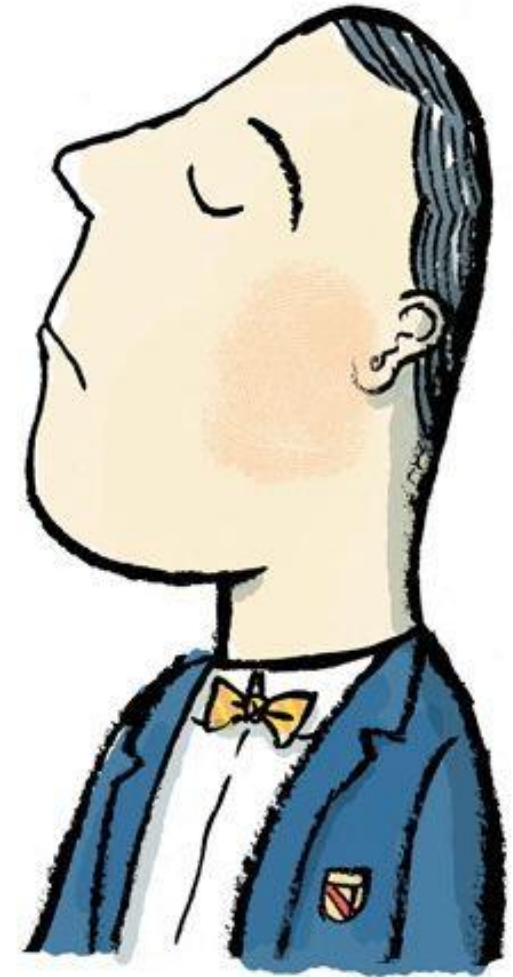


Directions



You're Being Judged

- 30% of consumers won't consider a business without a website
- 81% think less of a brand if its website is not updated
- 75% of consumers admit to making judgments on a company's *credibility* based on the company's website design
- 74% of consumers trust a company-branded email address more than a free email address



- A single page website can cost as little as \$300
- Designing your own website is simple (but I don't recommend it for most people)
- You can have a custom email without a website



What's your
EXCUSE?

SEO Fundamentals

- Google Business Profile
- Consistent NAPs (Name, Address, Phone number)
 - Should be the same across every platform
- Customer Reviews
- **Ranking is the result of the content you create by everything you do online**



Google Business Profile



- Reviews Matter!
 - How many?
 - How recent?
- Pictures Matter
 - Profiles with more pictures rank higher
- Location Matters
 - Service area companies rank lower



Keywords

- You want words that customers search for (“septic pumping near me”)
- Optimize titles, meta descriptions and headers
- City pages
- Blog posts
- FAQ
- Videos

A grayscale photograph of a man with a beard and a white cloth covering his mouth. He has a confused or questioning expression on his face. The text 'Say What?' is overlaid on the image in a white, outlined font.

Say What?

- Don't "keyword stuff"
- Avoid stock images
- Use keywords naturally

Final Warning

- Be very careful of ‘marketing companies’
- Make sure you own your website! That means:
 - You own the domain
 - You own the content
- Make sure they understand *your* business and *your* market



Questions?

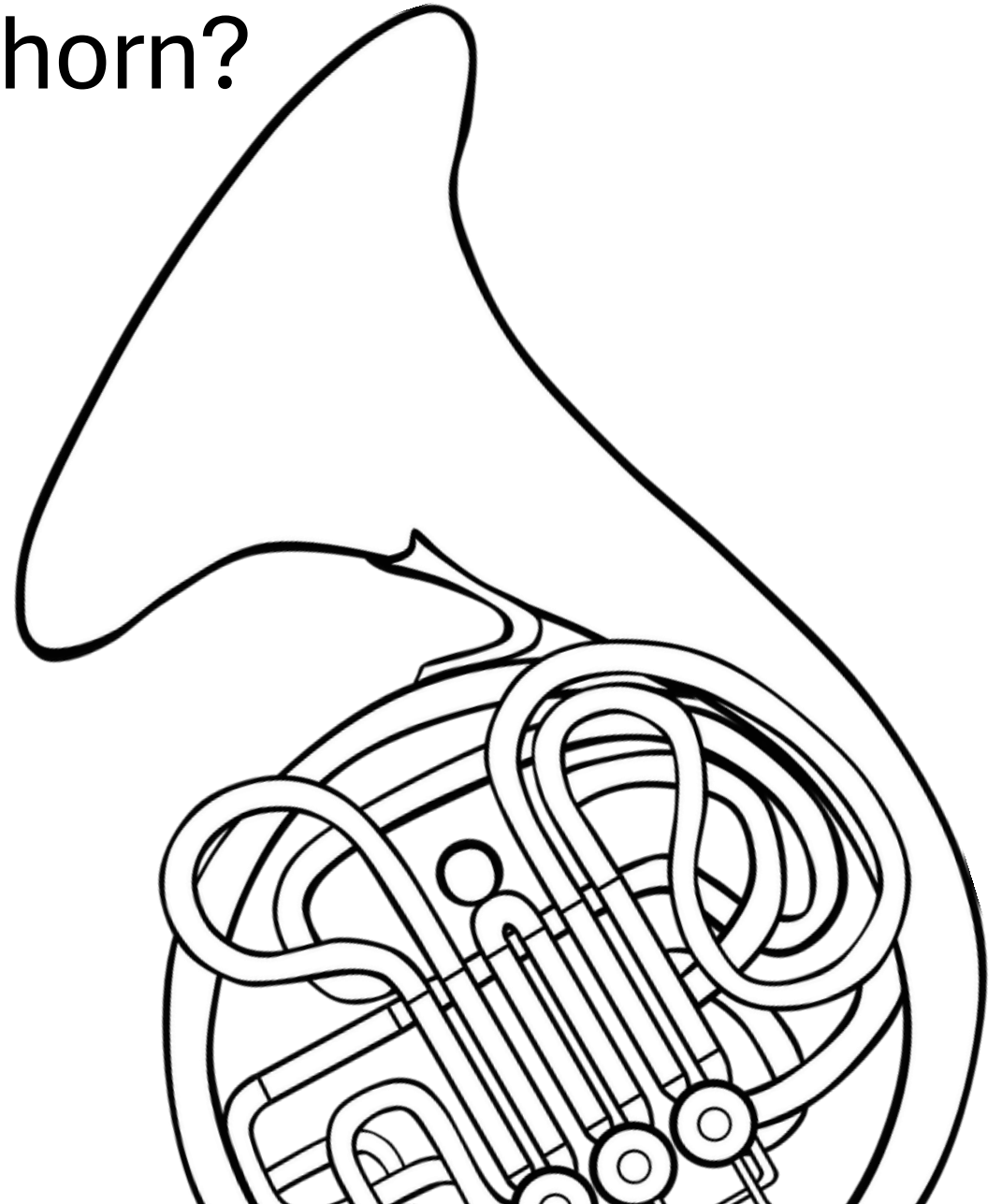


- BREAKING NEWS -

Public Relations
Releases
Press

Why should I toot my own horn?

- The more places you show up, the more important you are (according to Google).
- It's free advertising.
- It's easy.





“If I was down to the last dollar of my marketing budget, I’d spend it on PR”

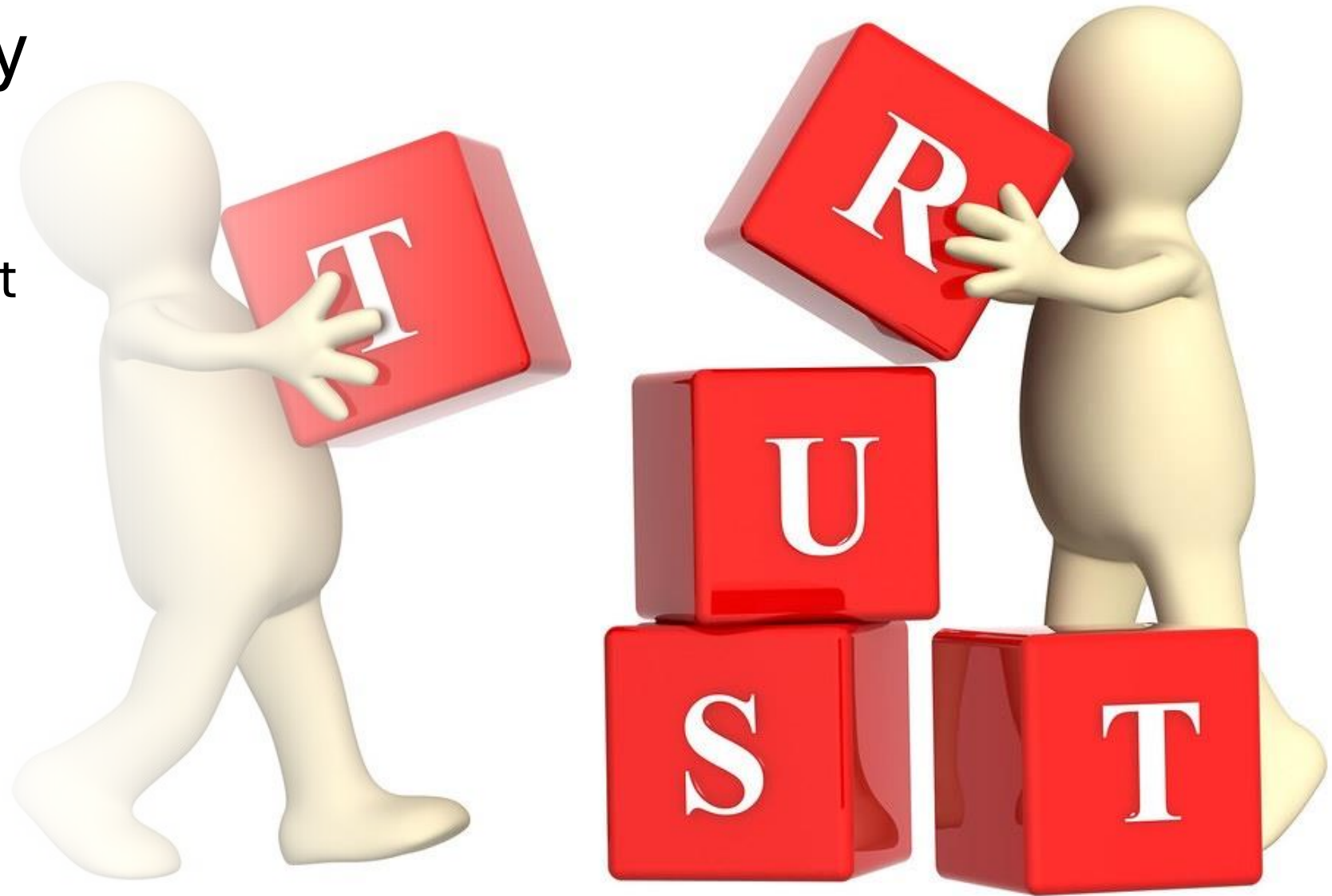
-Bill Gates

Credibility

- PR is a *third-party* endorsement that builds your brand credibility and reputation – moving you higher in the search results!
- 4.3 Trillion people search Google every day and most don't search past page *ONE*

People buy from companies they TRUST!

- PR builds your trust with Google *and* customers
 - Reviews
 - 3rd party references



AS SEEN ON

 DIGITAL
JOURNAL

AP

yahoo!
finance

BUSINESS
INSIDER

 CBS


NBC NEWS

 abc NEWS

 FOX
NEWS

Bloomberg



PRESS RELEASE

- Logo & Contact Info
- Title
- Problems & Statistics
- Solution
- Closer
- Your Bio
- Relevant Photos

Make Editors



YOU

- ✓ State the problem
- ✓ Use statistics and facts
- ✓ Give solutions
- ✓ Don't advertise

Protecting Your Septic and Aerobic Systems After a Wildfire

Released March 15, 2025

Guthrie, OK - Wildfires have left their mark across Oklahoma and amid the devastation, property owners with septic or aerobic systems may need to take steps to ensure their wastewater systems remain safe and functional.

Key Steps for Post-Wildfire Septic System Protection:

- **Inspect for Visible Damage** – Start by assessing the visible components of your system: look for signs of damage to the tank lid, risers, or any exposed pipes. Check the drain field for erosion, pooling water, or ash buildup. If you have an aerobic system; inspect the control panel, air compressor, and any above-ground components for burn marks, melted parts, or debris accumulation.

If you find damage, call a local septic company and avoid using the system (e.g., flushing toilets or running water) until you're confident it's intact. Excessive use before inspection could flood a compromised drain field or damage a malfunctioning aerobic unit.
- **Assess Soil Stability** – Wildfires can alter soil composition, alter absorption rates, or lead to erosion or compaction, which may affect system drainage. If you notice standing water, backups or slow drains a local septic company can evaluate your system. Re-seeding the area over the drainfield or covering with straw will help protect it from erosion when spring rains come.
- **Test Electrical Components** – Aerobic systems that rely on electricity should be checked for damaged wiring or malfunctioning control panels before restoring power. If power has been out for an extended period, you may need to get your aerobic tank pump to prevent damage.
- **Avoid Driving Over the System** – Heavy firefighting equipment may have compacted the drain field or damaged underground components, but you should avoid driving over your tank or drainfield to prevent additional damage.
- **Watch for Warning Signs** – Slow drainage, sewage backups, or foul odors may indicate system failure. If you notice signs of a failure you should contact your local septic company to get the system evaluated.
- **Call a Professional** – If any damage is detected, a certified septic expert should inspect and assess the system for repairs. You can find a list of certified companies on the Oklahoma DEQ website or by contacting your local DEQ Environmental Specialist.
- **Prevent Future Damage** – Maintain a brush-free space around septic components and perform regular maintenance to reduce wildfire risks. If you have an aerobic system, getting a whole-home generator or portable generate to power the system is a good idea for any extended power outages.

“Wildfires can have long-term effects on septic and aerobic systems, making inspections and maintenance critical,” said Dawn Rohrs, President at Cyclone Septics. “Taking proactive steps can prevent costly damage and ensure your system remains operational.”

About Cyclone Septics

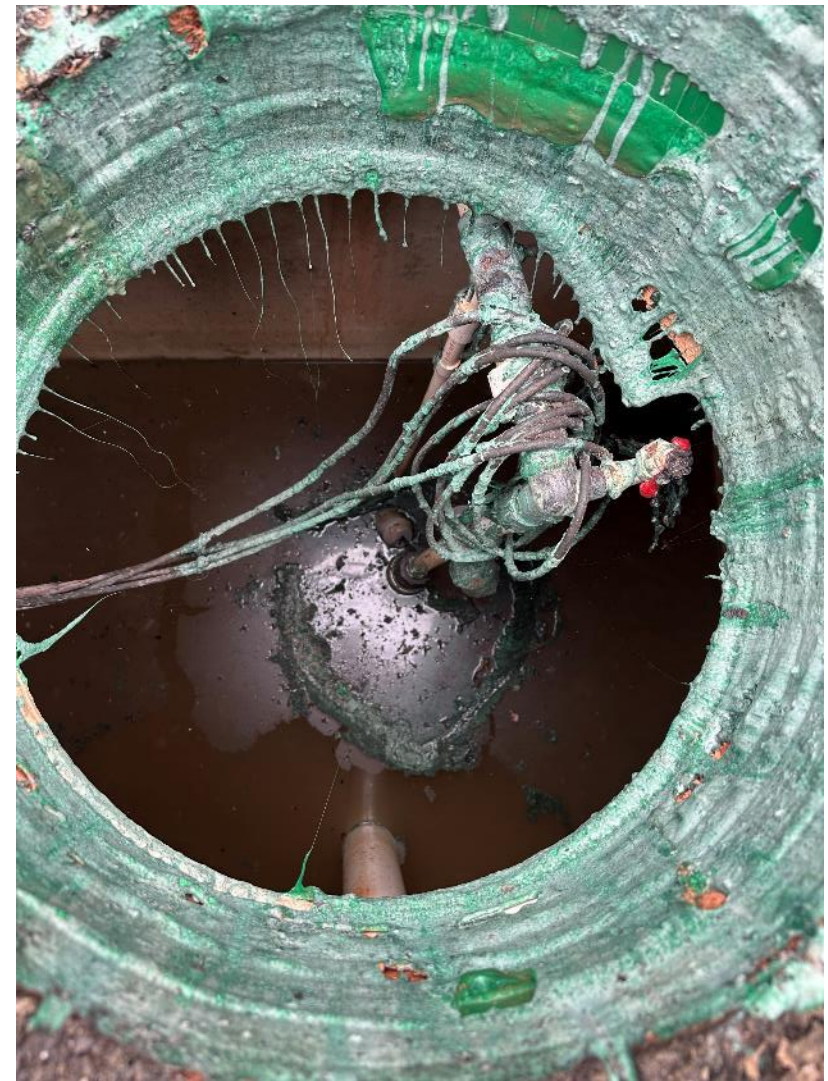
Cyclone Septics is a leading provider of onsite wastewater solutions in Oklahoma, dedicated to education, innovation, and environmental sustainability. Founded in 2016, the company offers expert septic system installation, maintenance, and pumping services. With a strong commitment to customer education, Cyclone Septics empowers homeowners and businesses to make informed decisions about their wastewater systems. The company upholds the highest standards of environmental responsibility and actively contributes to the advancement of wastewater management through professional certifications, industry leadership, and community involvement.

About Dawn Rohrs

Dawn Rohrs, co-founder of Cyclone Septics of Guthrie, Oklahoma, is an author, speaker and chemical engineer with 20 years in the oil & gas industry and 8 years in wastewater. She is dedicated to advancing sustainable practices, industry education, and innovative solutions, while also serving in leadership roles with the Oklahoma Onsite Wastewater Association and the National Association of Wastewater Technicians.

Contact:

Cyclone Septics
(405) 373-1540
info@cycloneseptics.com
www.cycloneseptics.com





Guthrie News Page

<https://guthrienewspage.com> > News >

Protecting septic and aerobic systems after Oklahoma wildfires

Key Steps for Post-Wildfire Septic System Protection · **Inspect for Visible Damage** – Check your system's tank lid, risers, and exposed pipes for signs of heat ...



Guthrie News Leader

<http://www.guthrienewsleader.net> > news > protecting-yo... >

Protecting Your Septic and Aerobic Systems After a Wildfire

Inspect for Visible Damage – Start by assessing the visible components of your **system**: look for signs of damage to the **tank** lid, risers, or any exposed pipes.



City of Stillwater, OK (.gov)

<https://stillwaterok.gov> > wildfires >

Wildfire Response and Recovery

Mar 14, 2025 – Permit Fee \$17.74. When connected to **Septic** or **Aerobic System**: No permit is required. Plumber should be familiar with **Oklahoma** Department of ...



NEHA - National Environmental Health Association

<https://www.neha.org> > Images > resources > Wild... [PDF](#) >

GUIDANCE FOR SEPTIC SYSTEMS BEFORE, DURING, ...

This resource provides guidance for **septic system** users before, during, and after a wildfire.

Understanding your septic system type, location, ...

8 pages

Missing: ~~oklahoma~~ | Show results with: [oklahoma](#)

Who Are You, Again?

- Have 3 bio's available
 - 1 sentence
 - 3-4 sentence
 - 3-4 paragraph
- Introduce yourself
- List your credentials
- List achievements
- Closing statement

prevent costly damage and ensure your system remains operational.”

About Cyclone Septics

Cyclone Septics is a leading provider of onsite wastewater solutions in Oklahoma, dedicated to education, innovation, and environmental sustainability. Founded in 2016, the company offers expert septic system installation, maintenance, and pumping services. With a strong commitment to customer education, Cyclone Septics empowers homeowners and businesses to make informed decisions about their wastewater systems. The company upholds the highest standards of environmental responsibility and actively contributes to the advancement of wastewater management through professional certifications, industry leadership, and community involvement.

About Dawn Rohrs

Dawn Rohrs, co-founder of Cyclone Septics of Guthrie, Oklahoma, is an author, speaker and chemical engineer with 20 years in the oil & gas industry and 8 years in wastewater. She is dedicated to advancing sustainable practices, industry education, and innovative solutions, while also serving in leadership roles with the Oklahoma Onsite Wastewater Association and the National Association of Wastewater Technicians.

Contact:

Cyclone Septics

(405) 373-1540

info@cycloneseptics.com

www.cycloneseptics.com

Be Prepared

- Is your website ready
- Is your social media ready
- Assign a spokesperson
- Have a newsroom on your website





Press Room Essentials

- Logos
- Bios
- Headshots
- Past Press Releases
- List of Awards
- Charitable Causes
- Calendar of Events

Press Room

Cyclone Septics is a leading provider of onsite wastewater solutions, dedicated to education, innovation, and environmental sustainability. Founded in 2016, the company offers expert septic system installation, maintenance, and pumping services. With a strong commitment to customer education, Cyclone Septics empowers homeowners and businesses to make informed decisions about their wastewater systems. Led by industry expert Dawn Rohrs, the company upholds the highest standards of environmental responsibility and actively contributes to the advancement of wastewater management through professional certifications, industry leadership, and community involvement.

Press Releases

[Feb 22, 2025 – Dawn Rohrs Named Vice-President of the National Association of Wastewater Technicians](#)

[Nov 8, 2024 – Dawn Rohrs Named Central Oklahoma Business Leader of the Year by Oklahoma Works](#)

Our Owners



Dawn Rohrs

Dawn Rohrs, co-founder of Cyclone Septics, is an author, speaker and chemical engineer with 20 years in the oil & gas industry and 8 years in wastewater. She is dedicated to advancing sustainable practices, industry education, and innovative solutions, while also serving in leadership roles with the Oklahoma Onsite Wastewater Association and the National Association of Wastewater Technicians.

- 2025–2027: Vice-President National Association of Wastewater Technicians (NAWT)
- 2022–present: Board Member Oklahoma Onsite Wastewater Association (OOWA)
- 2024: Central Oklahoma Business Leader of the Year
- 2023: Nominee Central Oklahoma Business Leader of the Year

In The News



[Moving Out of the Oilfield and Into the Drainfield](#)

[Aerobic Units Help Company Meet Demand for Advanced Treatment Systems](#)

[What Toilet Paper Is Best For Oklahoma Septic And Sewer?](#)

[Energetic Women: Change Comes to Engineering Positions in the Oilfield](#)

Podcasts

[Installer Focus: From Oilfields to Drainfields](#)

[Becoming Wildly Well with Brandi Lea: Finding a Seat at the Table of Men, with Dawn Rohrs](#)

[Chamber Vibes: Cyclone Septics](#)

Logos



Build
relationships
with media
personalities

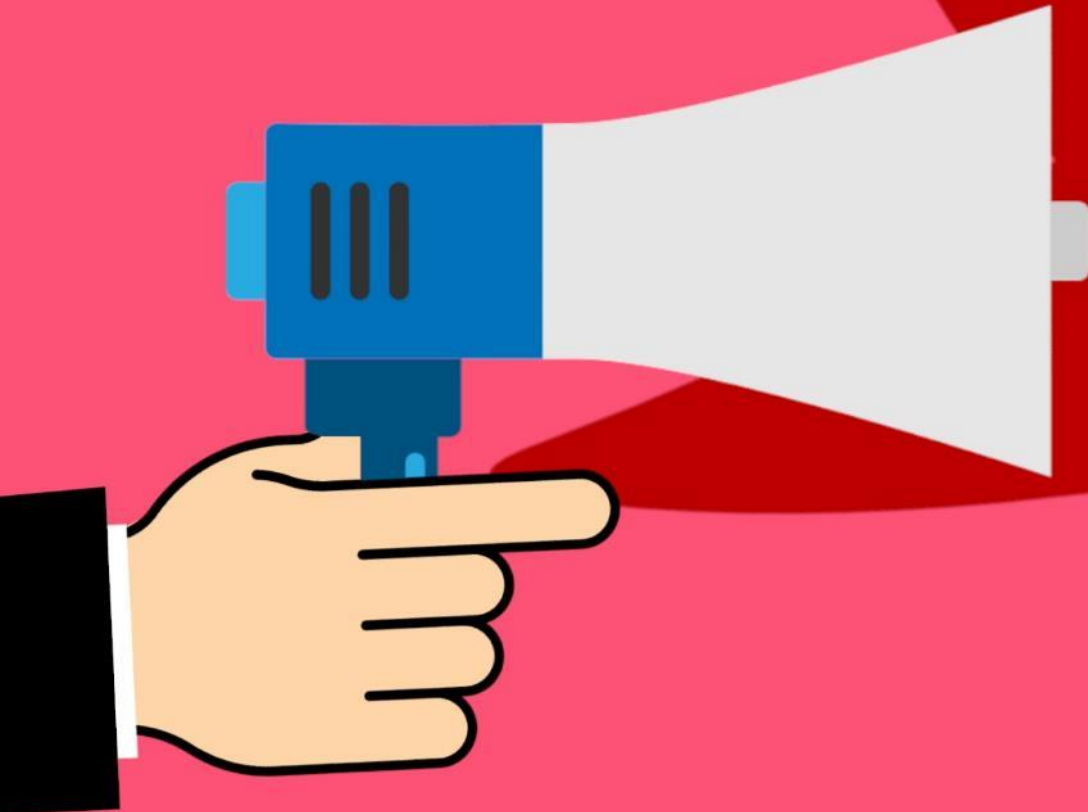


- Local News
- Local Radio
- National Media
- Industry Publications
- Association Publications
- Bloggers
- Podcasters
- Influencers

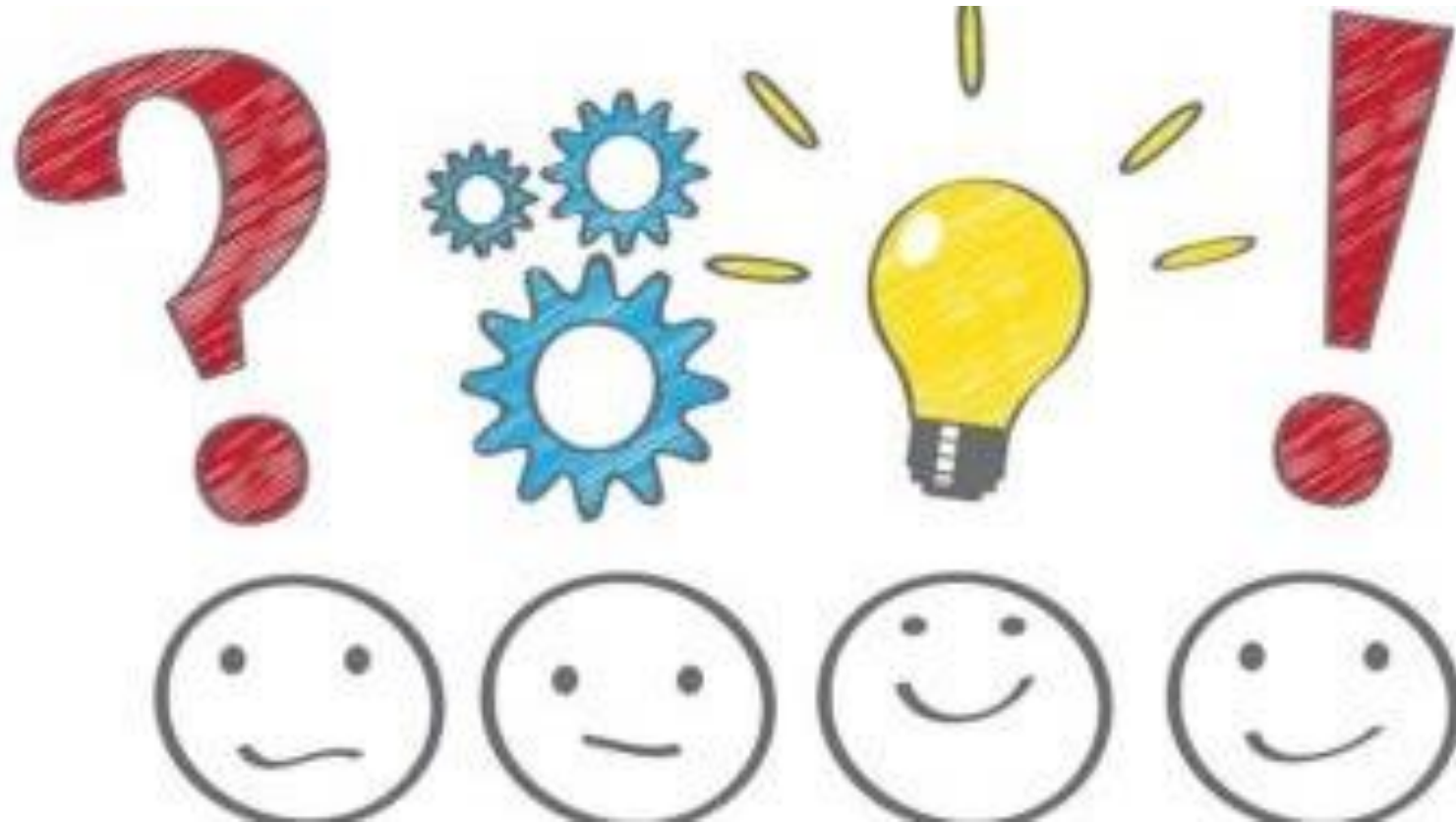
Brag a little (or a lot)

When you appear in the media

- Post about it on social media
- Add it to your newsroom



Questions?



Thank
you!
- Dawn!

Rohrs

