

Septic STRONG

A WOMEN'S PANEL ON
BUILDING,
LEADING &
THRIVING

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



TANYA WILSON



KIMBERLY TURNER

THE FUN STUFF UP FRONT....

**THIS PRESENTATION IS A REFLECTION OF OUR OPINIONS AND OUR
EXPERIENCES IN BUILDING AND
SCALING MULTIPLE SEPTIC COMPANIES.**

**NOTHING IN THIS PRESENTATION REFLECTS THE OPINIONS OF
NOWRA**

Women in wastewater are rising—and it's time to fuel that momentum.

Septic Strong is more than a panel—it's a bold, unapologetic gathering of women leading, building, and thriving in the septic industry.

This empowering session is designed to connect, support, and inspire the growing community of female professionals through real conversation, shared experience, and unwavering community.

**THIS SESSION IS ALL ABOUT
PARTICIPATION,
AND WE ARE HERE TO LEARN
TOGETHER!**

Hi! I'm

TANYA WILSON



- 16 years in the septic & commercial wastewater industry
- Bootstrapped 3 companies in the Phoenix market
- Co-founder of HomeField Onsite Environmental — the first U.S. septic franchise
- Host of *Ladies Kickin' Ass* — a podcast & community for women in the trades
- Host of *Handle The SH!T* — a real talk podcast for septic pros
- Advocate for systems, strategy, culture & leadership in service businesses
- Single mama to two amazing teenagers — and building a legacy they can be proud of



Hi! I'm

KIMBERLY TURNER



- 5 years in the septic & commercial wastewater industry
- Took an idea from her hubby and bootstrapped Turner Septic - starting as the only field AND office employee.
- Tik-Tok famous for educating while entertaining. 29,500+ follower!
 - Fierce hockey player who travels the world to play on a women's team.
- Podcast guest on Ladies Kickin' Ass, Pumper, and more!
- Advocate for making the trades, especially septic, a fun place to work with long term career potential
- Single mama to an amazing son



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Friends

Message



5486 Following 29.5K Followers 417.5K Likes

Residential & Commercial Septic Pumping

<https://linktr.ee/Turnerseptic>

www.turnersepticervices.co...

*Audience
Check!*



STATS ABOUT WOMEN IN WASTEWATER

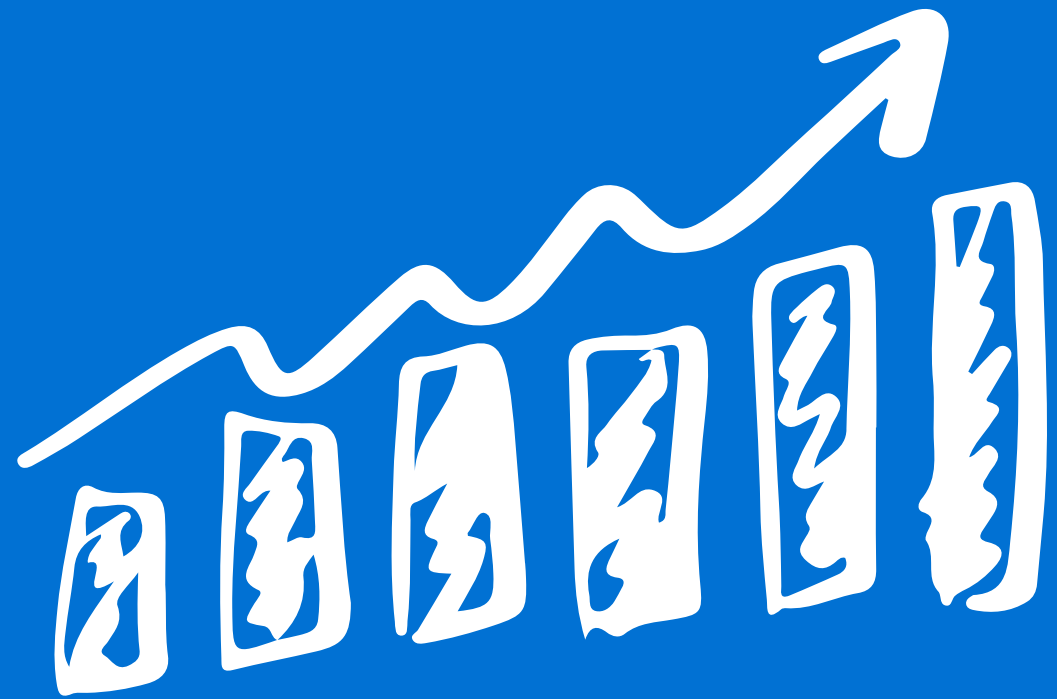
**JUST 2.1% OF SEPTIC TANK
INSTALLERS ARE WOMEN.**

**WOMEN MAKE UP LESS THAN 6% OF LICENSED
WASTEWATER TREATMENT OPERATORS IN THE
U.S.**

**WOMEN ACCOUNT FOR ONLY 11%
OF ALL CONSTRUCTION AND
TRADE WORKERS NATIONWIDE.**

**BUT... 1 IN 4 WOMEN IN THE TRADES SAY THEY
WANT TO START THEIR OWN BUSINESS.**

**COMPANIES WITH WOMEN IN LEADERSHIP ARE 25%
MORE LIKELY TO OUTPERFORM FINANCIALLY.**



STATS ABOUT WOMEN OWNED BUSINESSES

ONLY 2% OF FEMALE ENTREPRENEURS REACH \$1 MILLION IN ANNUAL REVENUE.

WOMEN FOUNDERS RECEIVE JUST 1.9% OF VENTURE CAPITAL FUNDING.

WOMEN-OWNED BUSINESSES GENERATE \$1.9 TRILLION IN REVENUE ANNUALLY.

ONLY 1 IN 5 SMALL BUSINESSES THAT EMPLOY OTHERS IS WOMAN-OWNED.

WOMEN ENTREPRENEURS WHO WORK WITH A MENTOR ARE MORE LIKELY TO SUCCEED!!

WHAT WE WISH WE

**WOULD'VE
KNOWN**



Real Talk!

WHAT'S ON YOUR MIND!

You Are
MEMBER
Alone!



JOIN OUR SEPTIC STRONG WOMEN'S COMMUNITY



*CONNECT WITH
KIMBERLY*



*CONNECT WITH
TANYA*

