The Florida Section of the AWWA recognizes that these are tough economic times, but the investment in your AWWA membership is invaluable—the ability to access a wealth of technical information, train employees at a significant discount, and stay current with important regulatory and legislative issues that impact your utility or business. Your membership helps unite the water community in protecting public health and providing safe, sufficient water for all. It is hard to compute the total dollar value of membership in the AWWA, but the benefits to your utility or business are real in many ways:

- **Advocacy** – The AWWA is working constantly in Washington, D.C., on behalf of its members. This work is made possible by the utilities that support the Association.
- **Regulatory Efforts** – The AWWA’s active participation in the U.S. Environmental Protection Agency’s (EPA’s) rulemaking process has a direct benefit to utilities in many ways. The Association’s efforts have saved members costs to comply with issues such as disinfection byproducts, the Total Coliform Rule, and arsenic regulations.
- **Legislative Efforts** – Currently the AWWA is fighting a proposal that allows the EPA to order utilities to change their disinfectant chemicals from chlorine gas to sodium hypochlorite. The Association’s advocacy efforts have exempted small water systems from the Bioterrorism Act and have ensured that larger utilities have grant funds to help offset the cost of compliance. The AWWA successfully has championed increased resources for State Revolving Funds and the Economic Stimulus Package.
- **Security** – The AWWA helped persuade the EPA and others to take information such as precise coordinates of water intakes and treatment plants out of the public domain. In addition, efforts also gave utilities the ability to protect their vulnerability assessments from public disclosure.
- **Develop and Grow Staff** – Employee training is more important than ever. Membership provides many training and leadership opportunities, both locally and through distance learning. The Florida Section offers training to meet the specialized needs of water professionals. From executive management to operators, the FSAWWA provides access to PDHs and CEUs. The Plus+Points system allows you to select the best combination of additional active members and standards to meet business needs.
- **Research** – The AWWA supports research efforts and develops reports to help you tackle the issues of top concern. These are the only publications of their kind, prepared by utilities for utilities on issues of foremost importance to the water industry.
Our Association is the world’s leading publisher of books and technical resources related to water and wastewater. As a member, you receive discounts on local and national AWWA conferences, seminars, and other training opportunities. In addition, all members save up to 33 percent on all products in the AWWA Bookstore.

Recruiting and retaining members in the FSAWWA is critical to our success as an organization. Given the tight economy and lack of funds these days, providing value-added services has never been more important to Florida’s water industry. The Florida Section AWWA Membership Committee, with staff assistance from Casey Cumiskey at Section headquarters, is charged with recruiting new Association members, broadening the membership, and retaining current members to increase the number of people who benefit from the AWWA and the Florida Section. This committee is concerned with recruiting and retaining all categories of membership.

This year the Membership Committee has implemented the following activities to enhance and retain members:

1. Committee members attended the AWWA Membership Summit in January to share new ideas with other sections and learn about the latest membership initiatives.
2. Special “thank you” e-mails for renewing membership are being sent to existing members.
3. FSAWWA has enrolled in the 2011 AWWA Presidential Challenge using a twofold approach: adding new members as well as retaining existing members.
4. Committee members will host the 2011 Membership Telethon session this summer. The focus will be to arrange a one-hour telethon during which young professionals will get together in each region and call existing members thanking them for their AWWA membership.

Meeting the AWWA Presidential Challenge

The Florida Section plans to exceed the presidential challenge goal of 1 percent net growth and also to focus on member retention. The Section will aim for 5 percent growth in total members and increase the retention rate to above 88 percent. As of December 2010, our retention rate was 85.6 percent. This is still a realistic goal, considering that the FSAWWA has already enrolled 97 new members in 2011. This increase in membership was spurred by several initiatives, including the $25 reduced membership fee for water operators.

The Florida Section plans to add 5 percent (net) members to its membership base. To accomplish this, the Membership Committee intends to target four specific member types this year: small utilities, individual members, operator members, and service providers. The target list includes a total of 10 potential new service providers/utilities.

Member Retention

The membership chair will host a “TELETHON” in the summer of 2011. The event will be based out of 12 regions in Florida. Young professionals from each region will be asked to get together, and each YP will be given a list of 40 to 50 members to call and thank for their membership. Lunch will be

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It is that time of year again; hurricane season is upon us. Forecasters are calling for 16 named Atlantic storms for 2011. Nine of those storms are predicted to become hurricanes, with three of those becoming major hurricanes with winds of 111 mph or higher. The forecasters and estimating that there is a 70 percent probability that one major storm will make landfall somewhere along the United States shoreline.

President Obama released a proclamation on May 20 recognizing the importance of hurricane preparedness as National Hurricane Preparedness Week from May 22-28. The proclamation can be seen by going to the following site: http://www.whitehouse.gov/the-press-office/2011/05/20/presidential-proclamation-national-hurricane-preparedness-week.

Each year as we begin the hurricane season, one question is continually asked: “Are you ready?” All those who work in utilities know that they must be ready on two fronts: family and work. As for family, we can never be over-prepared in our efforts to keep our loved ones safe before, during, and after any hurricane event.

There is another Web site that provides excellent information on what steps can be taken in making preparations when answering the question, “Are you ready?” It is http://www.ready.gov/america/beinformed/hurricanes.html#link2.

By now each utility should have dusted off the Emergency Preparedness Manual and reviewed it for any possible changes in procedures and/or personnel since last season. Practice makes perfect; dry runs should always be conducted so everyone involved has a complete understanding of his or her responsibilities in the event of the real thing. During the summer months, hurricanes are not the only thing we must be concerned with. As the temperatures rise, we must keep our bodies hydrated by drinking plenty of liquids even if we’re not thirsty. Small amounts cool—not cold—water at frequent intervals works the best.

Heat exhaustion can cause someone to become fatigued, which can in turn cause accidents and injuries. Worse yet is the possibility of having a heat stroke, which we all know is a very serious condition requiring immediate medical attention.

We also know that more accidents and injuries occur off the job than on the job. Most of us will be taking much-deserved and needed vacation time through the summer. Whatever your plans are, let safety be at the forefront.

The FWPCOA Annual Fall Short School is scheduled for the week of August 15-19 at Indian River State College in Fort Pierce. Mark the dates on your calendar and plan to attend. Because of increasing costs, in March our board of directors approved a small increase in fees for attending a short school. This change went into effect on June 1, along with an increase in our online course fees.

As always during our Fall Short School, we will host the annual awards banquet on Wednesday, August 17. There is still time for award nominations, so check out the list of awards that will be presented at www.fwpcoa.org. If you wish to submit someone for an award, download the nomination form and send it to our Awards Committee chair, Renee Moticker.

Until next time, it is my hope that everyone has a safe and enjoyable summer.

Raymond Bordner
President, FWPCOA

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Speaking Out

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provided to the YPs. This activity will be in partnership with the YP committee of each region.

In the “CARRY TWO OR BUY ONE” program, each executive/board member will bring in two new members in a calendar year and carry at least two membership forms with them at all times to promote member recruitment.

Your FSAWWA board is working hard to recruit and retain members and to provide quality services that meet the needs of utilities and service providers across the state. Your membership is valued as an important part of the Florida Section “family.” We appreciate your support, so please contact a board member with any ideas or suggestions on ways we can serve you as a water professional. Florida Section AWWA membership..........PRICELESS.