102nd ANNUAL CONFERENCE
DULUTH, MINNESOTA
SEPTEMBER 18-21, 2018

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My wife can tell you, I often resist changes, especially last-minute changes. Her preferred way to ask me a change-related question is, “Do you want to do X?” and X could be a number of things... “do the dishes before going to bed,” “repaint the living room this weekend,” or “host a dinner party for 12 people tomorrow.” If I am frank and say what usually pops to mind, I will say “no.” But, I learned early on in our marriage that down the path of frankness, “there be dragons.”

Even though I usually don’t “want” to do what she’s asking, I’m usually willing to, given time to warm up to the idea. My wife and I have found that I am more open to her changes if I get hours, days, or even weeks to get comfortable with the change. Also, years of experience have taught me I often end up enjoying what I initially was certain I wouldn’t.

So, when changes come up, it helps me to keep two philosopher’s words in mind. The first is a 6th century Chinese master, Lao Tzu, who said, “Life is a series of natural and spontaneous changes. Don’t resist them; that only creates sorrow. Let reality be reality. Let things flow naturally forward in whatever way they like.” The second is a 20th century English singer-songwriter, David Bowie. His song “Changes” released on album in late 1971 provides this sage advice: “Turn and face the strange, ch-ch-ch-ch-changes.”

Okay, so what does all of this have to do with the MN Section of AWWA? You guessed it, we’ve got some natural and spontaneous changes coming up. Specifically, a team of Section volunteers are working to make some changes to our annual conference. The goal is a more engaged, inclusive, and improved conference attendee experience. You will hear more later, but a couple planned changes are outlined here...

Registration: We will have several automated kiosks for registrants to easily check in and print their conference badge.

Conference app: The Guidebook mobile app that was used in 2016 for our 100-year anniversary will be back. But this year we will be using the premium version of the app which has more features and capabilities than the basic version we used before.

Appreciation Night (Thursday): A less formal and shorter evening. We want more people to feel comfortable attending the Appreciation Night.

So, whatever you wore to attend sessions on Thursday is appropriate to wear that night. As Chair I will not wear dress shoes, ties, or suits during any part of the conference, including Thursday night. I plan to wear casual clothing for the entire event. If you usually dress up for Thursday night, please consider wearing something more casual this year. Ironically, wearing casual clothes on Thursday night will probably feel a little uncomfortable for me, but I’m more than willing to experience a little discomfort myself in the hopes that more people will feel comfortable and included at the Appreciation Night.

I’m looking forward to seeing you all at our 102nd Annual Conference in Duluth in September. More details to come.

See page 46 in this issue of Breeze for a supplemental article entitled, “This is Your Brain on Change.”
In 2017, Tonka Water joined forces with U.S. Water Services, Inc. (St. Michael, MN), strengthening our ability to help engineers and the cities they serve in bringing innovative, customized and cost-effective solutions to their water treatment challenges. With thousands of operating systems world-wide, ranging from well head treatment to large scale clarification and filtration processes, Tonka Water, a U.S. Water Brand, is stronger than ever.

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The Story of MnWARN

June was a busy month and now we are into July; the Annual Conference and Exposition (ACE 18) has come and gone. The American Water Works Association (AWWA) was very concerned about having their conference in Las Vegas, as many communities have been leery to send their staff to the gambling capital of the world.

All in all, the show and conference went well; the Minnesota Section should be very proud that Pat Shea received the George Warren Fuller Award, and was gracious in saying how much it meant to be recognized by his peers. Pat was also quick to point out how lucky he was to work with a staff that cares so much and follows through. His dream was to work in such an environment.

When I think of Pat’s comments about his staff, it leads me to think of how the Minnesota Water and Wastewater Agency Response Network (MnWARN) started. It was late 2006 and the Executive Board of the Minnesota Section was looking for a Minnesota AWWA member to step forward and listen to ideas about local utilities planning a formal response to emergencies. The presenters would be staff from the Environmental Protection Agency (EPA) and National AWWA.

There were eight AWWA utility members who went to the initial meeting; great ideas were discussed and a vision was created. Over the next few months the last piece of the puzzle came together, and we needed a volunteer to step up and take the lead. It seemed obvious to everyone else, we already had that person, one who had been there and done that.

On the way home, I thought what an opportunity this would be; but I am so busy! If I volunteer for another position outside of work, my wife is going to be upset. But not one to shy from a challenge, I agreed to help get MnWARN started – and I had big dreams for MnWARN.

The idea was simple, and it started this way:
1. A dream written down with a date becomes a goal.
2. A goal broken down into steps becomes a plan.
3. A plan backed by action becomes reality.

In the next couple of years multiple meetings were held and by-laws were formulated. Many of the initial AWWA members stayed with the group, helped pull together an agreement, and supported many hours of their own staff to participate. Organizations like the Minnesota Section of the American Water Works (MnAWWA), the Minnesota Wastewater Operators Association (MWOA), the Minnesota Department of Health (MDH), the Minnesota Pollution Control Agency (MPCA), and Minnesota Rural Water Association (MRWA) all contributed time and money to make the organization successful.

During the last ten years our Section was lucky to have great volunteers who capitalized on the opportunity to lead the MnWARN group. We couldn’t have been successful without many of the people who came along for the ride – strategic thinkers like Ruth Hubbard of MRWA and Craig Schafer from MPCA; soldiers like Al Lamm from the city of New Ulm, Marty Glynn from Shakopee, Lisa Vollbrecht and Tim Hewitt from Saint Cloud, Mark Sloan from the Department of Health, Chris Smith from the League of Minnesota Cities, and Julie Peterson from Watonwan County. These are the people who were influential in shaping what you see today in the way of emergency response, a system that has saved multiple water and wastewater systems during times of disaster.

The Minnesota Section of the AWWA was instrumental in assisting financially and supporting MnWARN. It’s what we do. Being an active member of the Minnesota Section has been good to me; it has allowed me leadership opportunities to meet life development goals and to dream bigger than ever.

I hope you get the same opportunity that was allowed to me. See you in Duluth.

"When I think of Pat’s comments about his staff, it leads me to think of how the Minnesota Water and Wastewater Agency Response Network (MnWARN) started."
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The Connections We Make

You know what’s really fun? Meeting someone in person after connecting with the person in some other way (internet, correspondence, etc.) for a long time. I had that experience June 19 when Mark Farina came to a Twins game with his son, Louis. Mark is on the right in the picture with Louis in the middle; the good-lookin’ guy on the left is me.

If the name Farina sounds familiar, Mark is the cousin of Dennis Farina, who was in the movie Get Shorty and also became the main cop on Law & Order after Jerry Orbach died. (Fun fact: Jerry Orbach and Dennis Farina both died at the age of 69).

Mark contacted me about 10 years ago after seeing one of the web pages I have about my dad: www.stewthornley.net/hthornley_bible.html.

My dad was a waist gunner on a B-17 and was shot down over occupied Holland after a bombing mission over Osnabruck, Germany, on December 23, 1943. My dad was captured and ended up in Stalag 17. www.stewthornley.net/hthornley_pow.html. Stalag 17 became a Broadway play and a 1963 movie starring William Holden and Peter Graves. It was written by Donald Bevan and Edmund Trzcinski, who were prisoners with my dad in Stalag 17.

When Mark Farina found the web pages about my dad, he emailed me, and we began corresponding. Mark is a researcher and writer, and he came up with more information about my dad’s B-17 crew, which I’ve added to the web pages.

The reason the web pages about my dad caught Mark’s eye was because of the remarkable coincidence that Mark’s father-in-law, Casimir Paulinski, was the co-pilot of a B-17 that was shot down on the same mission. He was also captured in Holland and spent the rest of the war as a German prisoner.

Because of this connection, Mark and I stayed in touch over the years and became friends on Facebook. But we never met until he let me know he and his son would be at a Twins game, and I was able to arrange to bring them up to the press box before the game.

It makes me think of American Water Works Association and the Minnesota Section. We make connections with a lot of different people for a lot of different reasons, some of them work-related, some of them more personal, and there have been people I’ve communicated with without meeting. When you finally do meet these folks – how fun is that?

“There are a lot of different people for a lot of different reasons, some of them work-related, some of them more personal, and there have been people I’ve communicated with without meeting. When you finally do meet these folks – how fun is that?”

Some of the in-person meetings have happened at the Minnesota AWWA conference, which is one more reason I look forward to the event every year. Think about that as you prepare to come to Duluth for this year’s conference. You’ll be reuniting with longtime colleagues and friends, and you’ll also be meeting people for the first time, including those you’ve been connecting with for a while. To me, that’s the highlight among many highlights of the conference.

Have fun. See you there. •
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Industry News

From the Waterline, newsletter of the Minnesota Department of Health

Barb Moore Joins MDH

Barbara Moore has joined the Drinking Water Protection (DWP) Section of the Minnesota Department of Health as a management analyst. She will be involved in DWP data management and quality assurance activities, the Exchange Network Grant projects, and projects related to Minnesota Drinking Water Information System re-design/modernization. Barb grew up in Minnesota but has spent the past 14 years out west, competing in rodeos and living on ranches. She has worked as a project manager for a college curriculum management software company as well as for the University of Colorado and the College of Eastern Idaho. She is nearing completion of a master’s degree in organizational management. Barb is single with no kids, but she has 5 nieces and/or nephews, 3 horses, and 1 dog. She is active with her horses, competing in barrel racing and breakaway roping. “I grew up on a horse,” she says, “and train my own horses. I also love to snowboard and love to cook. I look forward to meeting new people and will do my best in implementing the data management needs within DWP.”

Advanced Treatment Technologies Workshop

The Minnesota Section of American Water Works Association (AWWA) will host its third annual Advanced Treatment Technologies Workshop on Thursday, September 27. This year’s workshop will focus on chlorine disinfection with topics including: breakpoint chlorination, chlorine safety, chlorine generation, and disinfection byproducts.

The workshop will be at the Bloomington Public Works Building, 1700 W. 98th Street with parking across 98th Street to the south at the Civic Plaza Building.

Participants will receive 16 credit hours for attending. The workshop is $60 ($70 after September 20) and will be limited to 65 people. Go to www.mnawwa.org/events/event_list.asp to register for all schools and workshops.

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Clean Water Fund Success Story
Rock County Rural Water District

By Anna Arkin, Minnesota Department of Health

Rock County Rural Water District (RCRW) serves just over 3,000 people in southwest Minnesota. Unlike much of the state, southwest Minnesota does not have abundant water. Much of the surface waters are impaired, and groundwater resources are scarce. This concern is heightened for RCRW because water quality monitoring has shown that nitrate contamination exists, which is a significant public health concern. This relative scarcity and lack of good alternatives has led RCRW to recognize the importance of proactive source water protection.

Minnesota Department of Health (MDH) staff helped RCRW develop an action plan for protecting local sources of drinking water. As a result of the plan, RCRW built relationships with local landowners to educate them about options for managing their land to protect source water. RCRW then worked with farmers and provided financial incentives to implement nitrogen Best Management Practices on about 1,700 acres of land. MDH helped make these activities possible through Clean Water Fund-supported grants.

The Clean Water Fund supports this combination of MDH technical and financial assistance with hundreds of public water systems across the state. This assistance is crucial to the success of source water protection work. Many public water systems are small communities that lack the resources to be able to conduct the work on their own. These efforts protect drinking water for millions of Minnesotans.

For its effective implementation of its source water protection plan, along with the meaningful planning process used for the implementation, Rock County Rural Water District received the American Water Works Association (AWWA) 2018 Exemplary Source Water Protection Award for Small Source Water Systems at the AWWA Annual Conference & Exposition in Las Vegas. “This is a great honor, and we are proud to receive this award,” said Joey Pick of Rock County Rural Water at the convention.

“AWWA has a formal methodology for communities to use in source water protection, and our wellhead protection framework fits right into that,” said Steve Robertson, head of the MDH Source Water Protection Unit. “In the end, though, the system itself demonstrated the leadership to carry out their source water protection work with a high degree of integrity and determination, and I am very glad they have gotten this recognition.”
Industry News

From the Waterline, newsletter of the Minnesota Department of Health

Water Bar at Capitol

A Highlight of Safe Drinking Water Week

Governor Mark Dayton proclaimed May 6-12 Safe Drinking Water Week in Minnesota. As part of a week of activities, Water Bar was at the capitol and staffed by members of the Minnesota Department of Health (MDH) Drinking Water Protection Section on Wednesday, May 9. The ‘water-tenders’ served cups of water from St. Paul, St. Peter, and White Bear Township. MDH Commissioner Jan Malcolm spoke at the event, as did Minnesota Pollution Control Agency Commissioner John Linc Stine, Minnesota Section of AWWA Chair Dave Brown, and Minnesota Rural Water Association Executive Director Lori Blair. •

Minnesota AWWA Promotes Science, Technology, Engineering, Math (STEM)

By Carol Kaszynski
City of Bloomington and Chair of the Minnesota American Water Works Association (AWWA) Training and Education Council

The Science Technology Engineering Math (STEM) Committee has been busy. The focus is that we are the ambassadors of the water industry, a philosophy that includes being a role model; showing enthusiasm relating to all areas of the industry, generating conversations regarding the industry with young, middle-aged, and older people. Our infrastructure assets are aging, as is another previous asset – our staff. As members of the Minnesota Section, we are all ambassadors of the industry. The STEM committee believes it is our mission to recruit, develop, and retain people from all backgrounds and diversity to provide safe and reliable utility services to our customers.

The STEM committee developed material for cities, other government agencies, consulting firms, and vendors to share with potential recruits. The material includes information regarding job descriptions, career benefits, useful web links, and hands-on exercises.

The material can be distributed when given the opportunity to perform outreach services at such events as city open houses, remodeling fairs, community concerts, fun run/walks, and farmer’s markets.

Along with printed material, the committee purchased STEM items that can be given to attendees. There are three STEM banners and signs to be incorporated into your display. These items are all free to the Minnesota AWWA members.

Additionally, the STEM committee is developing a web page that will include testimonials from industry professionals. Short videos and photos of Minnesota AWWA members will promote the water industry. All of the developed material is available to MN AWWA members.

There are ten pilot agencies that will be testing the material. If interested in participating with the testing or would like materials, please contact me, Carol Kaszynski, okaszynski@bloomingtonmn.gov, 952-563-4848 •
Fluoridation Rule Revision

The Minnesota Department of Health Drinking Water Protection Section has begun a revision of the portion of the state fluoridation rule that specifies the minimum, maximum, and average fluoride concentrations required at municipal public water systems. The original Request for Comment was published in the July 3, 2017 State Register www.mn.gov/admin/assets/SR42_1%20-%20Accessible_tcm36-301763.pdf.

The proposed revised language is: Subp. 2. Fluoride content. The fluoride content of the water shall be controlled to maintain an average concentration of 1.2 0.7 milligrams per liter; the concentration shall be neither less than 0.9 0.5 milligrams per liter nor more than 1.5 0.9 milligrams per liter.

Some readers may have concerns, questions, or comments about the impacts of changing the lowest, highest, and target fluoride targets. Please visit the Minnesota Fluoridation Rule Revision website at www.health.state.mn.us/divs/eh/water/com/fluoride/rulemaking/index.html for further information about the proposed rule revision, instructions for comment submission, and other relevant details.

Get the Exam Prep App

American Water Works Association (AWWA) has developed an app for smartphones and web browsers that contains practice questions for those studying to take a certification exam. An app with 100 questions in four subject areas is free, and additional questions are available for purchase. In addition, the app can be purchased with a Water Operator Certification Exam Prep book that has more than 1,400 questions and answers. Search for “AWWA Exam Prep” for the app or go to awwaexamprep.com.

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Water to Worthington

The work continues on a meter building in Worthington and the installation of 14-inch PVC pipe between Worthington and Adrian as part of the Lewis & Clark Rural Water System. Conceived in 1988 as a way of serving water-challenged areas in South Dakota, Iowa, and Minnesota, the Lewis & Clark project takes water from a series of wells that tap into an aquifer adjacent to the Missouri River near Vermillion, South Dakota. The water is delivered to communities as far away as 125 miles. The water first reached Minnesota in 2015, reaching Rock County Rural Water District and is expected to reach Worthington by the end of 2018.

Thought of the Day

From a wise Minnesota AWWA member: “Half-assed underperformance is better than half-assed overperformance.”
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It wasn’t that long ago that a stroll along the Mississippi River produced an unsightly sight: raw sewage, huge mats of it floating downstream like a dead turtle.

For years, residents relied on the Mississippi to ingest whatever they put into it, using its natural biological abilities to process and assimilate the foreign materials. In this, they hardly differed from other cities in the United States located adjacent to major waterways. Rivers, lakes, oceans, and other bodies of water can be remarkably proficient in purifying waste.

The large quantity of clean water diluted the sewage; the natural movement of the water carried the sewage away from the cities; and naturally occurring microorganisms in the water consumed organic wastes.

But, as was the case elsewhere, the problems of turning a river or lake into an open sewer of human and industrial waste eventually took its toll. As the water became murkier, recognition of the hazards became clearer.

Locally, the health implications with the lack of adequate sanitation became cause for concern as far back as the mid-1800s.

Although sewers began to replace backyard-disposal practices in the 1870s, the sewage still ended up in the same place: the Mississippi River.

Somehow people were still able to ignore the brown and oily texture the river was taking on as it began to live up to one of its many nicknames: the “Big Muddy.” Spring floods were the saviour as the flushing action of the high water scoured the banks of the Mississippi, removing the past year’s deposits of sludge and providing an adequate amount of natural cleansing.

But, the opening of the Ford Dam in 1917 slowed the current of the water above the dam, reducing the purging action of the spring flooding. Sludge deposits quickly formed, and by the dawn of the Roaring Twenties, an estimated three million cubic yards of sewage sludge was settling – much of it clearly visible on the surface – in the waters upstream from the dam. No longer could
residents close their eyes – or their noses – to the fouling of their waters.

Once again, health concerns were the catalyst for action. The Minnesota State Board of Health proclaimed the Mississippi River a “public-health nuisance,” prompting the appointment of a drainage commission and the eventual formation of the Minneapolis-St. Paul Sanitary District in 1933.

Two years later, work began on a wastewater treatment plant on Pig’s Eye Island, a few miles downstream from downtown St. Paul. With the completion of the Pig’s Eye Plant in 1938, the Twin Cities became the first major metropolitan area along the Mississippi River to treat its sewage before dumping it into the water. Its effects were immediate and dramatic. The floating rolls of sewage virtually disappeared, and levels of dissolved oxygen, a critical water quality indicator, rapidly improved. From a health standpoint, the implications of the treatment were also readily noticeable.

The Pig’s Eye Plant was hailed as an engineering marvel and attracted thousands of visitors to tour the facility.

“No longer could residents close their eyes – or their noses – to the fouling of their waters.”
Many were engineers from other parts of the country, hoping to learn the secrets of the Pig's Eye processing as they planned similar practices for their community.

As the region continued to grow, more treatment plants were necessary. Today, the Minneapolis-St. Paul metropolitan area has 11 such plants, all under the jurisdiction of the Metropolitan Waste Control Commission (MWWC), established by the Minnesota Legislature in 1969.

The original Pig's Eye Plant has hardly been overshadowed by the addition of others. Although it has been renamed (now called simply the “Metro Plant”), it remains the largest wastewater treatment facility serving the Twin Cities. It treats 225 million gallons of wastewater per day, about half the wastewater generated in the state and 80 percent of that by the Twin Cities. The combined residential-industrial-commercial population served by the plant is more than two million people.

The treatment process at the Metro plant essentially mimics the natural ability of the water to cleanse itself as some particles are removed through sedimentation and others are ingested by microbes, although at a greatly accelerated rate.

The first process takes place in primary treatment. Sand, grit, and the larger solids in the wastewater are separated from the liquid through the use of screens, settling tanks, and skimming devices. Approximately half of the pollutants are removed in this phase.

Following primary treatment, a biological process takes place to remove most of the remaining pollutants. Air is infused in the wastewater to stimulate the growth of microbes – bacteria and other organisms – that then consume the waste materials. In the process, ammonia is also converted into non-toxic nitrates.

The water is then separated from the organisms and solids, which settle to the bottom of the separation tanks, where it is incinerated, placed in landfills, or used as a soil conditioner in agricultural areas. At some treatment plants, this sludge serves as a fuel to produce energy.

The water is disinfected with chlorine – which is later neutralized to keep it from harming aquatic life – to kill any harmful bacteria that remain – and, finally, released into the Mississippi River.

The Metro Plant is a gravity-fed treatment system. The progressive phases are slightly lower in elevation than the previous ones, allowing water to pass through the plant and finally into the river without the need for pumps.

In addition to the treatment plants, the MWWC owns and maintains 500 miles of interceptor sewer pipes (sewers that intercept the flow of the original city sewers) that carry sewage from the producers to the treatment facilities.

The sewers have been the focus of increasing attention in recent years. When the city sewers were first built late in the 19th century, they were designed to carry both storm water and sewage to the river. The interceptor sewers, however, are designed to handle only normal sewage flows. Heavy rains or rapid snow melts can increase the flow in the city sewers.

From the Fall 2018
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to the point that some of the combined flow—run-off and wastewater—bypasses the interceptor sewers and flows directly into the river.

In 1984, it was estimated that 4.6 billion gallons of combined untreated sewage and stormwater flowed into the Mississippi annually.

The cities of Minneapolis, St. Paul, and South St. Paul began work to provide separate storm and sanitary sewers. Their initial schedule did not call for complete separation until 2025. In 1985, however, the Minnesota Legislature mandated an accelerated 10-year schedule for the three cities, with total separation of the sewers finished by the end of 1995.

Although treatment practices of some type have been in existence for many years, it has been only in the last quarter-century that national standards on water quality have been set. Because of the leading role Minnesota has taken with regard to wastewater treatment, the MWWC has had no trouble in adhering to contaminant limits established with the passage of the Clean Water Act of 1972 and subsequent amendments to the Act.

Construction never ceases on the MWWC’s system of plants and sewers. Flood protection projects completed in 1975 provided for an earthen dike and concrete floodwall to an elevation nearly eight feet above the water levels during the record floods of 1965. An effluent pumping station was added in 1977. These improvements paid dividends in June of 1993 following periods of heavy rains. As the swollen Mississippi covered surrounding lowlands, including the downtown St. Paul airport, the Metro Plant continued operations to treat sewage.

The enhanced quality of water manifested itself in a strange way on a warm evening in June of 1987 as a bumper crop of mayflies hatched in the Mississippi River near the Minneapolis–St. Paul airport. Attracted by the lights from nearby traffic, they converged on a bridge over the river, leaving Interstate 494 more than foot deep in insects. The highway had to be closed and snowplows called out to clear the mayflies.

The good news in the story was that mayflies are signs of clean water. Despite the inconvenience they caused, their spawning was evidence that the state of the Mississippi River has indeed come a long way. •

Let’s show the world what we can do together.

Day by day. Project by project.
Together we’re engineering clean water and preserving the world’s most valuable resource.
The Israeli dad was fascinated by his toddler’s way of thinking and discussed it with friends. They realized that the same line of logic may apply to millions of children in areas of the world that lack running water or electricity.

Further investigation revealed that two leading causes of death in young children in the developing world are diarrhea and respiratory infections. UNICEF and the World Health Organization say both could be significantly reduced by hygiene practices such as handwashing.

Simonovsky had discovered the basis for a social-impact startup, Soapy, which he founded in 2017.

“Better hygiene habits require water, soap and training, and also positive feedback and community support,” says Simonovsky. “We realized we could provide all of that.”

Soapy’s off-grid, solar-powered, self-sustaining hygiene station uses water pulled from the atmosphere. A smart system starts the washing cycle automatically when someone approaches, producing an accurate dose of soap and water. The unit operates around the clock.

Local stakeholders partnered with the Israeli startup to install the units in community centers, clinics or schools and develop educational programs to encourage the handwashing habit.

The first Soapy Station is setup in Bagepalli, India, with others coming in...
"Further investigation revealed that two leading causes of death in young children in the developing world are diarrhea and respiratory infections"

Delhi and Bangalore through a partnership with Swasti Health Catalyst, a non-profit that implements social innovations to ensure health and well-being of marginalized Indian communities.

“I met community leaders in Delhi and it was interesting to notice that most asked for units in their own homes first, before presenting the idea to the community,” Simonovsky tells ISRAEL21c. “We are trying to work in this direction now because if you have community support it will be easier to implement.”

Social impact
Simonovsky explains that some of the technology for the Soapy Stations was already in the market while other aspects were uniquely adapted.

“The soap formulation, for example, had to be redone because the usual formulation requires much more water than we can provide, wastes too much water in places with water scarcity and allows fewer people to wash their hands. From the same 100 liters of water, our system can provide more than 600 washing cycles, while other handwashing systems provide between 50 and 200 cycles.”

He says that Soapy’s unique technology for harvesting humidity and transforming it into safe water without additional infrastructure “is significantly cheaper than existing technologies in the field, providing maximum hygiene with minimum costs.”

Headquartered in Tel Aviv, Soapy is structured as a for-profit social-impact business.

“If you want to make a real impact you need to be profitable because otherwise you rely on external funders and if they disappear, you do too,” says Simonovsky, whose background is in pharma and medical-device business development.

Award-winner
Soapy began in the Novus accelerator at Simonovsky’s alma mater, the College of Management Academic Studies in Rishon LeZion, where it was chosen best start-up of 2017.

The company was a WeWork Creator Awards regional Israel finalist, won $12,000 as first runner-up in the 2018 iCreate Awards finals in India, and received a Pears Challenge grant for its potential to address a critical challenge of the developing world.

Soapy is now in the 8200 BSP accelerator. At first bootstrapped, Soapy is now raising funds.

“We are trying to make the units as cheap as possible as we improve them, and to make them sustainable for very deprived communities,” says Simonovsky.

Soapy has been approached by NGOs and industrial companies in India, the US, UK and Africa.

“We have the potential for this technology to be implemented into many more countries but we need the right strategic partners so for now our focus is on India. When we scale up to the mass-production level we probably will manufacture the stations in India but all the R&D and some of the engineering will remain in Israel.”

The business model and price for each place of need vary greatly. The units are priced between $400 and $1,500. Each community pays a token fee to the partnering NGO or other franchise to cover maintenance and consumables.

Simonovsky is enthusiastic about the potential of Soapy to improve children’s lives.

“Children who are healthy come to school more often, so the impact of good hygiene is not only better health but better education.”

“Further investigation revealed that two leading causes of death in young children in the developing world are diarrhea and respiratory infections”
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Click HERE to return to Table of Contents
## Minnesota’s Asset Management Awareness

By Carol Kaszynski, City of Bloomington and MN2050 Minnesota AWWA Representative

### Headlines read:

“Multiple People Displaced After Water Main Break Floods Homes,” Star Tribune, 3/31/2018

“Crews Repair Large Water Main Leak in Lakeside Neighborhood” and “1,000 + customers out of water,” News Tribune, 3/10/2018.


These are headlines that cities do not want to see!

### Call to Action

In an effort to address aging infrastructure and to raise public awareness of the growing concerns, the American Public Works Association (APWA) compelled its Minnesota Chapter to form a comprehensive partnership. The MN2050 group was created.

MN2050 consists of 19 professional organizations, including MN AWWA (Minnesota American Water Works Association).

The following is a compilation and paraphrase of ideas and objectives based on the MN2050 commitment statement.

MN2050 is organized around three objectives: documentation, education, and engagement. The goal is to provide information regarding the consequences of ignoring aging infrastructure that is failing at an increasing rate to Minnesotans.

Recent surveys validated assumptions that the use of asset management systems, procedures, and tools is inconsistent at best and not used at all by many Minnesota cities and counties. Asset management technology fosters quantification and qualification of infrastructure and improves the ability to prioritize investment of increasingly limited funds. Improving awareness and quality of asset data should provide encouragement to political leaders with the vision and will to support development and implementation of sustainable infrastructure.

### Sustaining Collaborative Momentum

Initiatives of other Minnesota advocacy groups will magnify the impact of our MN2050 engagement approach. APWA as a 501(c)(3) organization enables an engagement effort that aligns nicely with efforts at the federal level. The Minnesota Transportation Alliance, one of our early partners, is known for its effective political advocacy, while the Minnesota Section of the American Society of Civil Engineers is finalizing Minnesota’s version of an Infrastructure Report Card in 2018. The Minnesota State Auditor’s office has partnered with the University of Minnesota to produce interactive, web-based utility maps that visually present local infrastructure needs in a dashboard format. Even OneMN, a social equity initiative, is linking the impact that failing infrastructure has on Minnesota’s low-income communities. Other partners, like the American Council of Engineering Companies and the Minnesota Society of Professional Engineers, have done political advocacy for years.

### This Year, We Must Make a Difference

The intent of this information is to provide talking points to the community, our administration, and our political leaders. This is another opportunity to spread the word and drive public awareness and policy action toward the development of sustainable infrastructure for Minnesota.

### MN AWWA Members

As you see, aging infrastructure affects everyone. How can you make a difference? Have conversations with your leadership and community. Take advantage of outreach opportunities. Be prepared with your talking points. Provide examples of real-life infrastructure issues. Develop a comprehensive asset management program and implement the plan. Determine your optimum level of service for your customers. Conduct your risk assessment and include all stakeholders.

Be an Asset Manager Ambassador. Spend time each day discussing aging infrastructure. Share a Tweet, Facebook post or Instagram post with your customers! Spread the word. **2018 is the year to make a difference!**

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**Call to Action**

In an effort to address aging infrastructure and to raise public awareness of the growing concerns, the American Public Works Association (APWA) compelled its Minnesota Chapter to form a comprehensive partnership. The MN2050 group was created.

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### Pivoting Toward Political Advocacy

Over the past 10 years, MN2050 has consolidated and organized infrastructure information for political advocacy. In 2018, we ask MN2050’s partner members to get more personally involved in Minnesota political decision making. We will organize our network to align advocates specific to each Minnesota legislative district. With our partners we have the numbers, the talent, and the will to make a difference. It is time we organize that will into action.

We will also continue to promote expansion of asset management tools and systems statewide. By taking advantage of data gathered in past surveys and supporting asset management expansion, we will work collaboratively with the Minnesota Chapter of the Institute for Asset Management (IAM) to help all levels of government attempting to optimize management of facilities despite limited staff and budgets.
If you set the bar at competence,

how do you reach excellence?

AMERICAN Amarillo
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AMERICAN has been in the business of bright ideas for over 110 years. The bright yellow Amarillo Fast-Grip gasket is just the latest example of a water works innovation that benefits our customers and the public. Designed to the same specifications as the previous generation of Fast-Grips, the Amarillo model gives you added confidence that you’ve selected the proper gasket for the Fastite bell, that the gasket seated properly during installation and that it’s an AMERICAN product – made in America, The Right Way.
CALL FOR EXHIBITORS

BENEFIT FROM BEING A MN AWWA CONFERENCE EXHIBITOR!

This is the best chance you’ll have all year to make high-quality contact with new and existing clients in Minnesota.

• Exhibitors registered by August 18 will be recognized in the Conference Program.
• MN AWWA will provide Exhibitors with a FREE list of conference attendees.
• It’s an opportunity to show off your goods and services while boosting the David B. Morris Scholarship fund.
• Being an Exhibitor is a great way to make your support of MN AWWA highly visible to its members.

SPONSORS RECEIVE ADDITIONAL BENEFITS:

• Sponsors have first priority in Trade Show booth assignments.
• Sponsors receive recognition throughout the Conference via Conference signage, a prominent thank-you in the Conference Program, and recognition during the Appreciation Dinner.
• Sponsors are appreciated as being supporters of MN AWWA at the highest level.

CONFERENCE SPONSORS TO DATE:

• AE2S
• Barr Engineering
• Bolton & Menk
• HDR
• HD Supply
• Hawkins
• Hydro Corp.
• KLM Engineering
• Kodru-Mooney
• M.E. Simpson Co., Inc.
• TKDA
• Treatment Resources
• WSB & Associates

SPONSORSHIP OPPORTUNITIES NEW THIS YEAR!

Lanyard Sponsor - $1,750
(1 sponsorship opportunity)
Everyone wears a badge and every badge needs a lanyard! Have your branding be front and center with this exclusive sponsorship opportunity. Your company name and logo will be printed in full-color on every lanyard and worn by attendees throughout the conference.

Badge Sponsor - $2,500
(1 sponsorship opportunity)
This year’s badges offer one sponsor the opportunity for their company logo to be placed on each and every identification badge worn at the conference.

REGISTER ONLINE AT WWW.MNAWWA.ORG

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Imagine tomorrow
Create for the future

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EXHIBITOR REGISTRATION INFORMATION

CONFERENCE LOCATION
Duluth Entertainment Convention Center (DECC)
350 Harbor Drive, Duluth, MN 55802-2698
Tel: 800-628-8385 ext. 208
Web: www.decc.org / E-mail: aeberhart@decc.org

EXHIBITING SCHEDULE
(Wednesday, Sept. 19)
Exhibit booth setup.................................................... 7 – 9 a.m.
Exhibition........................................................ 10:15 a.m. – 3:30 p.m.
(Breaks and lunch in Exhibition W/Raffle)
Meter Madness .............................................................. 1 – 2:15 p.m.
Exhibit booth teardown ............................................... 3:30 – 4 p.m.

BOOTH DESCRIPTION
• 8’ x 10’ space, piped and draped
• 8’ x 30” skirted display table and two chairs
• Rigging available, trailers allowed

BOOTH COSTS
Booth Basic Registration
Member: $355
Non-Member: $525

Booth Combo Registration
Member: $700
Non-Member: $830

Booth Basic Registration includes access to vendor show, lunch and the Wednesday evening social for TWO people. It does not include admission to the rest of the Conference after Wednesday.

Booth Combo Registration includes access to vendor show, lunch and the Wednesday evening social PLUS admission to the rest of the Conference after Wednesday for TWO people.

BOOTH LOCATION ASSIGNMENTS
Conference sponsors’ preferences are given first priority; then booths are assigned on a first-come, first-served basis. MN AWWA reserves the right to alter Trade Show layout and vendor locations. Indicate your first, second, and third choices for booth location. No private room displays. See floor plan for booth locations.

SUBLETTING OF BOOTH SPACE
No portion of any booth may be sublet or assigned to any other firm or person(s).

FIRE AND SAFETY CODES
Each booth operator must comply with all federal, state, local, and DECC fire and safety codes.

INSURANCE
It is agreed that in no case shall MN AWWA or its officers or directors be responsible for any loss, theft, damage by fire, or injury to any person or article as a direct or indirect result of their participation in the show.

LIABILITY
Each booth operator assumes responsibility for the space leased during the trade show and will keep it free from hazards to persons on the premises. MN AWWA will not be responsible for any injury that may occur to booth operators, their associates or employees.

FOOD AND BEVERAGES
DECC does not allow the selling or distribution of any food or beverages from display booths unless purchased directly from DECC. For more information, contact Annette Eberhart, Director of Event Planning, at 800-628-8385 ext. 208.

TO SHIP MATERIALS
Duluth Entertainment Convention Center (DECC)
350 Harbor Drive, Duluth, MN 55802-2698
Tel: 800-628-8385 ext. 208
Web: www.decc.org / E-mail: aeberhart@decc.org
Indicate that your shipment is for the MN AWWA Annual Meeting, September 19-21, 2018.

FLOOR PLAN
EXHIBITOR REGISTRATION

DUE AUGUST 18, 2018*

YOUR COMPANY INFORMATION
Company Name: ________________________________________________________________
Contact Name: _________________________________________________________________
Street Address: ___________________________ City: ___________ State: _______________ Zip: __________________
Phone: ___________________________ Fax: ___________________
E-mail: __________________________________________________

TRADE SHOW EXHIBITOR BOOTH REGISTRATION
(see pg 32 for description of Booth Registration types)

Booths Basic $355 (member), $525 (non-member)
Booth Combo $700 (member), $830 (non-member)

Two Exhibitor Registrations are included per booth. Please list name(s) of Exhibitor Registrant(s):

1. ______________________________________ 2. ______________________________________

Additional $60 per person
(covers admission to the Vendor Exhibitor Show, lunch, and evening social).
Please list Registrations name(s) of any additional Exhibitor Registrant(s):

Name: ___________________________ Name: ___________________________

Name: ___________________________ Name: ___________________________

Name: ___________________________ Name: ___________________________

Electrical Service $55 for each 110V service.

Booth Location List booth preferences here, if any. (See diagram on page 32)

1. ______________________________________ 2. ______________________________________ 3. ______________________________________

Booth Registration Total

$:

DONATIONS
To donate to the following, indicate your choices below. Donations help MN AWWA’s charitable efforts.
Donors will receive special recognition at the Annual Conference.

Philanthropic Golf Tournament Hole Sponsor (Suggested Donation: $200)
Philanthropic Fishing Tournament Boat Sponsor (Suggested Donation: $200)
Hydrant Hysteria Sponsor (Suggested Donation: $100)
YP Team Trivia Contest (Suggested Donation: $100)
Pipe Tapping Contest (Suggested Donation: $100)
Water for People (Suggested Donation: $50)
David Morris Endowment (Suggested Donation: $50)
Philanthropic Sporting Clays Sponsor (Limit 5) (Suggested Donation: $200)
Meter Madness Contest (Suggested Donation: $100)

TOTAL DUE $:

Booth Registration + Conference Sponsor + Donations

$:

AUTHORIZED AND PAYMENT
Authorized Signature: ___________________________ Date: ___________________________

MAKE CHECKS PAYABLE TO MN SECTION AWWA.
• Registrations without payment will not be processed.
• By registering, you agree to abide by the rules listed on the “Exhibitor Registration Information” page in the Call for Exhibitors brochure.
• Application and payment must be received by August 18, 2018.

*Exhibitors registering after August 18th may not be listed in the Conference Program.

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USA, LLC
1177 Birch Blvd. N.
White Bear Lake, MN 55110
Mhoeft@aegion.com/651-253-0236
2018 MN AWWA
CONFERENCE GOLF TOURNAMENT

The Minnesota Associates Council (MAC) of the MN AWWA invites you to participate in our 27th Annual Golf Tournament. This year's golf tournament will be held once again at the Lester Park Golf Course.

The tournament format will be a four-person scramble. You pick the team you wish to play with, or we can assign you to a team. Individual prizes will be awarded for contest holes and team prizes will be awarded to 1st & 2nd places in both A flight & B flight. All prizes will be distributed at the clubhouse after the event.

DATE: SEPTEMBER 18, 2018
COURSE: LESTER PARK GOLF CLUB
TIMES: LUNCH @ 12:00PM; SHOTGUN START @ 12:30PM
COST: $75.00/PERSON (INCLUDES: GREEN FEES, CART, LUNCH)

RESERVATION DEADLINE:
SEPTEMBER 11, 2018 • NO REFUNDS CAN BE MADE

Please complete and return as soon as possible to assure your reservation. Any questions or to volunteer contact Abbie Browen.

GOLF REGISTRATION

DUE SEPTEMBER 11, 2018*

Name: ___________________________ Representing: ___________________________
Street Address: __________________ State: ________________ Zip: ________________
City: ___________________________ Phone: __________________ Fax: ________________

TEAM SELECTION:
☐ I have a team of four.
The full names of the people on my team are:
Name: ___________________________ Company/City: ___________________________
Name: ___________________________ Company/City: ___________________________
Name: ___________________________ Company/City: ___________________________
Name: ___________________________ Company/City: ___________________________

☐ I would like to be assigned to a foursome

PAYMENT:
$75.00/Golfer X _______ golfer(s) = $: __________________________
Amount Enclosed $______________________________

Please mail your reservation form and check payable to MN AWWA to:
Abbie Browen, EIT
Advanced Engineering and Environmental Services, Inc. (AE2S)
6901 East Fish Lake Road, Suite 184 | Water Tower Place Business Center | Maple Grove, MN | 55369-5457
Abbie.Browen@AE2S.com | Voice: 763-463-5036

You can register for this event online, along with your conference registration.
The Minnesota Associates Council (MAC) of the American Water Works Association invites you to participate in the Annual Fishing Tournament. We have reserved nine of the top charter boats out of the Duluth Harbor. Remember to bring an ice chest!

**DATE:** TUESDAY, SEPTEMBER 18, 2018

**PLACE:** WATERFRONT PLAZA MARINA — CANAL PARK, DOWNTOWN DULUTH OR LAKE HEAD BOAT BASIN — 1000 MINNESOTA AVE., DULUTH

**TIME:** ARRIVE AT THE MARINA AT 11:00PM – BOATS WILL DEPART AT 11:30PM, RETURN AT 5:00 PM

**COST:** $120.00/PERSON ($50.00/STUDENT)

(REFUNDS CAN BE MADE IF CHARTER IS CANCELLED DUE TO BAD WEATHER)

**Includes:** All necessary fishing equipment, all required U.S. Coast Guard Safety equipment and fish filleting and bagging.

**Note:** A tip for the First Mate is not included. This is generally 10% - 15% of an individual’s portion of the Charter Boat Fee.

**WHAT TO BRING:** Warm clothing and soft soled shoes, rain gear, snacks and beverages, sunglasses, camera or video camera, cooler and ice for your fish, a current Minnesota fishing license with a trout stamp.

**DEADLINE:** AUGUST 8, 2018

The nine boats and captains are:

- **Treble Hook** – Dave Dahl
- **Happy Hooker** – Jon Dahl
- **Hooker Too** – Peter Dahl
- **Blue Haven** – Gerry Downes
- **Hooker IV** – Marty Running
- **Captain's Choice** – Tom Cheetham
- **Cetee II** – Carl Brandt

**Additional boats will be reserved if available and as required.**

- Each boat can take up to six customers. It’s first come first serve, so get your reservation in early.
- All tournament questions should be directed to Doug Klamerus at (651) 704-9970.
- Please fill out the reservation form below and send it with your check payable to MN AWWA to: Respond as soon as possible to ensure your reservation!

**NAME:** ___________________________ Representing: ___________________________

**ADDRESS:** ________________________________________________________________

**CITY:** ___________________________ **STATE:** ___________________________ **ZIP:** __________

**EMAIL:** ___________________________ **PHONE:** ___________________________

**BOAT/PARTNER SELECTION:**

☐ I would like to be assigned to a boat.

☐ I would like to fish with the following persons: ___________________________

Boat Sponsorship to be paid with main registration (Note: Only boat sponsors will be guaranteed to fish with a preferred list)

Boat Sponsors: My Company would like to sponsor the following boat (Suggested Donation: $200/boat): ___________________________

and the full names of the people on my boat are:

Name: ___________________________ City: ___________________________ Email: ___________________________

Name: ___________________________ City: ___________________________ Email: ___________________________

Name: ___________________________ City: ___________________________ Email: ___________________________

Name: ___________________________ City: ___________________________ Email: ___________________________

Name: ___________________________ City: ___________________________ Email: ___________________________

**PAYMENT:**

$110.00 per Fisherman X _____ Fishermen = $ ______

$50.00 per Student X _____ Students = $ ______

Total Amount Enclosed $ ______________________

Optional Dinner. Yes, I will attend the informal dinner after fishing. Door prizes will be distributed during dinner. The restaurant will cook your catch or you can order off the regular menu. Cost of dinner not included in payment.

You can register for this event online, along with your conference registration.
SPORTING CLAYS SHOOTING EVENT

The Minnesota Associates Council (MAC) of the American Water Works Association invites you to participate in the 7th Annual Sporting Clays Event.

DATE:    TUESDAY, SEPTEMBER 18, 2018
LOCATION:   OLD VERMILION TRAIL – CHECK WEB SITE AT WWW.OLDVERMILIONTRAIL.COM
TIME:    ARRIVE AT THE CLUB AT 9:30 AM FOR MORNING SHOOT, LUNCH AND ADDITIONAL AFTERNOON SHOOT
COST:    $75.00/PERSON FOR TWO ROUNDS OF 50 (WILL NEED FOUR BOXES OF SHELLS).

All questions should be directed to Aaron Vollmer at (763) 463-5036 or aaron.vollmer@ae2s.com

Please fill out the reservation form below and send it with your check payable to MN AWWA to:
Aaron Vollmer
AE2S
6901 E. Fish Lake Rd., Ste 184, Maple Grove, MN 55369

Respond as soon as possible to guarantee your reservation!

EVENT REGISTRATION

Name: ___________________________ Representing: ___________________________
Street Address: ___________________________
City: ___________________________ State: ___________________________ Zip: ___________________________
Phone: ___________________________ Fax: ___________________________

Name: ___________________________ Company/City: ___________________________
Name: ___________________________ Company/City: ___________________________
Name: ___________________________ Company/City: ___________________________
Name: ___________________________ Company/City: ___________________________

PAYMENT:
Total Amount Enclosed $ _______________

You can register for this event online, along with your conference registration.
MINNESOTA AWWA TEAM TRIVIA CONTEST

The Young Professionals Committee will host a Trivia Contest to raise funds for the David B. Morris Endowment Fund. We are asking businesses to support the contest with prize donations and/or table sponsorship.

The David B. Morris Endowment Fund is used to support education through scholarships that help advance the technology needed for providing safe drinking water to people of Minnesota. The primary objective is to increase the endowment so that scholarships will include vocational technical training in operations, professional studies in science or engineering, and advanced studies or applicable research in water related areas. Recognizing the significance of the scholarships provided by the endowment fund, we encourage you to participate and consider table sponsorship and/or prize donations.

Please join us as sponsors for the Trivia Contest with a donation of $100 as an event sponsor and/or donate a prize. We will prominently display company sponsors at the registration table and announce sponsors throughout the event. Send your $100 check and/or indicate your prize donations on the enclosed form and return by August 18th.

Thank you in advance for your consideration, and we look forward to seeing you at the conference.

Sincerely,
Jim Hauth
City of Eagan
3419 Coachman Pt.
Eagan, MN 55122
(651) 675-5216 - Office
(651) 675-5211 - Fax
jhauth@cityofeagan.com

☐ Yes, I wish to support this year’s Trivia Contest to benefit the David B. Morris Endowment Fund.

☐ I have enclosed my check for $100 for a contest sponsor.

☐ I will bring my prize(s) to donate to the event. Please fax or email this form.

Contact Name: ____________________________________________

Company Name (to appear on acknowledgements): ________________________

Street Address: ________________________________________________

City: ___________________________ State: ______________________ Zip: __________

Phone: __________________________ Fax: ______________________

E-mail: ________________________

Please make checks payable to: MN Section AWWA
Mail your check with this form to:
Jim Hauth
City of Eagan
3419 Coachman Pt.
Eagan, MN 55122
(651) 675-5216 - Office
(651) 675-5211 - Fax
jhauth@cityofeagan.com

You can register for this event online, along with your conference registration.
Our concern for the environment is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.

- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.

- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.

- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.

- We ensure that an efficient recycling program is used for all printing plates and all waste paper.

- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.

- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

- So enjoy this magazine...and KEEP THINKING GREEN.

Bergerson Caswell Inc.
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### THURSDAY 20TH

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<td>Solutions for PFCs in Groundwater:                                               Steve Nelson, Bolton &amp; Menk</td>
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<td>10:30 - 11:15</td>
<td>Tools for Communicating Risk About Drinking Water Contaminants               Anna Arkin and Katie Nyquist, MDH</td>
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<td>11:15 - 1:00</td>
<td>Lunch</td>
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<td>1:00 - 1:45</td>
<td>Assessment of Groundwater Supplies in Minnesota for Bacterial Contamination       Dr. Tim Lapara, University of Minnesota</td>
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<td>1:45 - 2:30</td>
<td>ion System to Tap: Direct Potable Reuse Resiliency                              Patti Craddock, SEH</td>
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<td>2:45 - 3:30</td>
<td>Physical, and Biological Impacts of Ammonia in MN Drinking Water                    Steve Nelson, Bolton &amp; Menk</td>
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<td>3:30 - 4:15</td>
<td>Understand Ozoneation and High pH Ozoneation to Mitigate Taste and Odor Issue   Gigi Chang, AE2S</td>
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<td>3:30 - 4:15</td>
<td>Water Hammer - Fundamentals, Protection Equipment, and Modeling                   Christopher Harrington, HR Green</td>
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<td>4:00 - 6:00</td>
<td>Free Time</td>
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<td>6:00 - 7:00</td>
<td>AWWA Appreciation Night Meet and Greet with Hors d’Oeuvres                       Harbor Side Ballroom</td>
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<td>7:00 - 8:00</td>
<td>AWWA Appreciation Night Dinner Featuring Comedian David Harris                  Harbor Side Ballroom</td>
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<td>8:00 - 9:00</td>
<td>AWWA Appreciation Night Awards Presentation                                        Harbor Side Ballroom</td>
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<td>9:00 - 10:00</td>
<td>MN AWWA Team Trivia Contest</td>
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BOB STARK
City of Waite Park

Bob is the Deputy Director of Public Works-Utilities (water, wastewater, and stormwater) and the environmental engineer for the city of Red Wing. He has been in this position for the past 10 years, and served as a consulting engineer to Red Wing for 12 years prior to his employment with the city. His career has encompassed many different disciplines in the water industry. Some of the different areas Bob has worked in include freshwater ecological research (Oak Ridge National Laboratory – Oak Ridge, TN), environmental permit review (Illinois Environmental Protection Agency – Springfield, IL), consulting engineering (CMT- Springfield, IL; SEH and TKDA – St. Paul, MN) and utility management (City of Red Wing). Bob holds a bachelor’s degree in biology and chemistry from Winona State University, and a master’s degree in Environmental Engineering from the University of Tennessee.

Bob has been an active member of the Minnesota Section of the American Water Works Association (MNAWWA) for the past 27 years. He has served on both the district and state levels of the Section. Bob is currently at the end of his three year commitment as the Southeast District Trustee. During his tenure with the section, he has also been involved with the Water Utility Council, assisted with planning operator schools, and presented at District schools. Bob’s recent presentations at the Southeast District schools focused on sharing with utility operators his insights on how to work in a cohesive manner with engineers, contractors and administrators through construction and “other out of the ordinary” activities.

Bob is also very active outside of Section activities. He serves as an at-large trustee on the Minnesota Environmental Science and Economic Review Board (MESERB), a member of the Energy and Environment Advisory Committee for the Coalition of Greater Minnesota Cities, and on the Technical Advisory Committees for the Cannon and Zumbro Rivers “One Watershed, One Plan” Projects.

Looking forward, one of Bob’s goals is to work toward making Section activities more useful to utility operators, and to encourage them to become more involved in Section activities. Bob believes that the utility industry is a team effort, from the most senior manager or engineer, to the newest front line employee. He feels that the networking, educational, and social opportunities afforded by being involved with MNAWWA at all experience levels will provide benefits not only to every individual, but to our Section as a whole. This will help MNAWWA continue to be the outstanding organization that it is.

In his free time Bob likes canoeing, kayaking, bicycling, woodworking, bee-keeping, and playing hammer dulcimer. He and Mary Ann have been married for 43 years, and have four children, and eight grandchildren.

Bob feels that being nominated to serve as the Section Chair is humbling, gratifying, and overwhelming all at the same time. He is grateful for the personal relationships and professional benefits that the Minnesota Section has provided and is looking forward to being actively involved with MNAWWA for many years to come.
Bill Schluenz is the Public Works Director for the City of Waite Park. Bill is a graduate from Mankato State University, with a Bachelor of Science Degree in Business Management and Construction Management. He started working for the City of North Mankato's Utility Department where he spent 16 years, working his way up from Utility Operator to Utility Foreman. Bill then took the Public Works Directors position in Waite Park, where he has been for the last 18 years. Bill leads a staff of 11 for which is responsible for the water, wastewater, streets, parks, storm water, refuse and buildings. Bill has been actively involved in AWWA at the district level, from Secretary to Chair to Trustee. Planned numerous district operator schools in the central district, along with helping at the annual conference. Bill also belongs to the APWA and has volunteered at both annual conferences in Minneapolis and in New Orleans. Bill is also actively involved with State of Minnesota’s All Hazard Type III Team. He was fortunate to be able to spend a week in Albany, New York working out of the EOC for the State during Hurricane Sandy. Bill also is a MnWARN Alternate Director for Region IV. I have been involved with MCSC, Minnesota Cities Storm Water Coalition Board.

Being involved is what gives me the greatest reward with all these great organizations. AWWA is the ONE organization that gives me the greatest reward; getting to know and working with so many great members over the years gone by and years to come. Our organization has a strong commitment to training, research and networking. Networking has always been to me the backbone of all our successes, it offers you the chance to meet other individuals, give and get advice, and share resources or knowledge with members. Which in turn creates a community. It is truly an honor to be considered for the position of Section Chair. I believe I can continue the great leadership that has been shown over all the years by so many great leaders in the organization. AWWA is not just one individual but more a collection of all the members working with one common goal, to build a community that strives to be the BEST water stewards, Now and into the Future.

CANDIDATES FOR TRUSTEE-AT-LARGE

PAUL THOM
Core & Main

AWWA Member since 1999


ACE Sessions Committee
Besides Minnesota AWWA conferences where I have presented multiple times at both the Annual Conference and district conferences, I have also presented at AWWA and Rural Water Conferences in Wisconsin, Arizona, Georgia, Illinois, South Dakota, Colorado, New Mexico, and Montana along with a session at the National Rural Water Conference in 2016. I have been involved in promoting AWWA and MAC involvement from a corporate standpoint and locally with our sales people and district managers across the country to show the importance of the mission of AWWA.

Work Bio
Regional Director overseeing operations and sales activities for Core & Main’s North Region – 2018-current
Senior Manager, Business Development – 2015-2018
Manager – Marketing – 2013-2015
Account Manager, Core & Main Minnesota District 1998-2013

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TODD OSWEILER
Rochester Public Utilities

Todd has worked in the public utility business for 23 years starting out as an intern and currently holds the position of an Environmental & Regulatory Affairs Coordinator for Rochester Public Utilities (RPU).

- Grew up in Plainview, MN (20 miles NE of Rochester)
- AWWA member since 2013
- I was always part of the utility membership for AWWA but joined as an individual in 2013
- Graduated in 1997 from UW-River Falls with a B.S. degree in Conservation
- Worked with RPU for 23 years, starting as an intern in 1995
- Hired on full-time with Rochester Public Utilities as an Environmental Analyst in 1998
- Current position – Environmental & Regulatory Affairs Coordinator
- One daughter, Elise, who is currently enrolled at UW-Milwaukee studying architecture
- Actively participate by presenting on various topics at the MN AWWA SE District Water Operators School

Water Sustainability
As the local entity charged with providing safe and high quality water to the residents and visitors of Rochester, RPU has invested significant resources into understanding the geology and hydrogeology of the aquifers that supply our water system. A new focus has been put on water sustainability to further investigate our understanding on the quantity of groundwater in the Rochester area.

As the city of Rochester continues to grow, Todd has lead RPU’s proactive efforts in water sustainability since 2015.

Water Conservation
Todd has been a leader to help improve RPU’s Water conservation program by putting an emphasis on education & community outreach as well as; rebates, leak detection and water conservation rates.

Water Quality
- Todd helps leads RPU’s Backflow Prevention program
- Todd holds positions as Lab Manager & Quality Control Officer for RPU’s certified laboratory

Wellhead Protection
- Todd holds the position as RPU’s Wellhead Protection Manager
- RPU is currently amending their wellhead protection plan

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Don’t you just hate dealing with people who fight against every plan for organizational change? You know the type: They’re disruptive, set in their ways, and highly resistant to change, even when it is obviously in the best interest of the business. Well guess what? New research suggests that those trouble-making, inflexible, change resisters are . . . all of us!

Recent advances in brain analysis technology allow researchers to track the energy of a thought moving through the brain in much the same way as they track blood flowing through the body. And, as scientists watch different areas of the brain light up in response to specific thoughts, it becomes clear that we all react pretty much the same way to change. We try to avoid it.

Here’s why . . .

Most of our daily activities, including many of our work habits, are controlled by a part of the brain called the basal ganglia. These habitual, repetitive tasks take much less mental energy to perform because they have become “hardwired” and we no longer have to give them much conscious thought. “The way we’ve always done it” is mentally comfortable. It not only feels right - it feels good.

Change jerks us out of this comfort zone by stimulating the prefrontal cortex, an energy-intensive section of the brain responsible for insight and impulse control. But the prefrontal cortex is also directly linked to the most primitive part of the brain, the amygdala (the brain’s fear circuitry, which in turn controls our “flight or fight” response). And when the prefrontal cortex is overwhelmed with complex and unfamiliar concepts, the amygdala connection gets kicked into high gear. All of us are then subject to the physical and psychological disorientation and pain that can manifest in anxiety, fear, depression, sadness, fatigue or anger.

It’s no wonder that logic and common sense aren’t enough to get people to sign up for the next corporate restructuring. So what’s a change agent to do?

1. Make change familiar

If you show people two pictures of themselves – one an accurate representation and the other a reversed image – people will prefer the second, because that’s the image they see in the mirror every day.

With change comes the need for an ongoing communication strategy. It takes a lot of repetition to move a new or complex concept from the prefrontal cortex to the basal ganglia. Continually talking about change and focusing on key aspects will eventually allow the novel to become more familiar and less threatening.

2. Let people create change
No one likes change that’s forced on them, yet most people respond favourably to change they create. Brain research shows us why this is so. At the moment when someone chooses change, their brain scan shows a tremendous amount of activity as insight develops and the brain begins building new and complex connections. When people solve a problem by themselves, the brain releases a rush of neurotransmitters like adrenaline, and this natural “high” becomes associated positively with the change experience.

**This means that you can’t “sell” change and you can’t lead it with command and control tactics.** But you can provide enough background information (about trends, customer demands, competitive pressure, and other key issues) and a forum for people to reflect on and discuss the implications of those forces for the organization. Rather than lecturing and providing all the answers, try asking questions and letting people work out the solutions on their own.

3. **KISS your communication**
The prefrontal cortex can deal well with only a few concepts at one time. As tempting as it may be to lump everything you know about the change into one comprehensive chunk – don’t do it. Your job is to help people make sense of complexity by condensing it into two or three critical goals they can understand and absorb.

4. **Never underestimate the power of a vision**
Human beings are teleological. That is, we are attracted to (or repelled by) images we hold in our minds. If all the mental pictures employees hold are of happier times in the “good old days” or the painful reminders of unsuccessful change efforts of the past, they will naturally resist the next announced change.

Here’s where a vision becomes crucial. And, by using the term vision, I’m not referring to a corporate statement punctuated by bullet points. I’m talking about a clearly articulated, emotionally charged, and broad picture of what the organization is trying to achieve.

5. **Don’t “sugar coat” the truth**
The prefrontal cortex is always on guard for signals of danger. When overly optimistic outcomes or unrealistic expectations are exposed (and they always are) the prefrontal cortex switches to high alert – looking for other signs of deception and triggering the primitive brain to respond with feelings of heightened anxiety.

6. **Help people pay attention**
The act of paying attention creates chemical and physical changes in the brain. In fact, attention is continually reshaping brain patterns. Concentrating attention on a thought or an insight or a fear will, over time, keep the relevant circuitry open and dynamically alive. With enough focus, these circuits become stable, physical links in the brain’s structure.

The term “attention density” refers to the amount of attention paid to a particular mental experience over a specific time.

Carol Kinsey Goman, Ph.D., presents keynote addresses and seminars for management conferences and major trade associations around the world. She is an expert on helping individuals and organizations thrive on change. Carol is the author of ten books, including “This Isn’t the Company I Joined” and “The Nonverbal Advantage: Secrets and Science of Body Language at Work.”

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Skids Designed The Way You Want It
Unmistakably, Americans are having a love affair with bottled water. According to sources, Americans drank 12.8 billion gallons of bottled water in 2016, which is 39 gallons of bottled water per person. This consumption catapulted bottled water sales past soda sales for the first time ever. Why? I want to believe that the bottled water sales increases have nothing to do with consumer confidence in tap water and have more to do with:

1) a conscientious America choosing to avoid sugary drinks;
2) a rushed America focused on ease and convenience; and
3) intense marketing campaigns selling happiness and purity in a bottle of water.

Now enter the news, specifically news about drinking water. On March 10, 2017, NBC ran a story about pharmaceuticals in drinking water in. Associated Press tested and found various chemicals related to flushed pharmaceuticals or their byproducts in drinking water, specifically in Oklahoma City. The report gave examples: antibiotics, mood stabilizers, heart medications, birth control and hormones. Yeesh. This is not appealing or heartening — at least not to any public utilities they may find themselves contaminated by.

Since the media is broadcasting the drinking water industry’s dirty laundry and since water bottling companies are spending gazillions on marketing campaigns, where does the public turn? Bottled water, of course. Obviously, our plant-treated water is better than theirs, but we’re not spending millions of dollars on marketing campaigns to tell our story. I realize that our 150 per capita per day average day demand are hardly affected or the fear of Legionella creeping into our utility systems, they cannot help but pay closer attention to what they drink.

Water systems are the only marketing firms for good ol’ tap water – and we must tell our story. I’m not asking that we wage war and fight to the death. I’m simply suggesting that we offer our consumers the flip side of the coin and let them choose. The three primary points we ought to be making:

1) The water treatment industry is highly regulated, more so than bottled water, secondly, labels and titles are deceptive — the source of bottled water is usually tap water and not the crystal clear mountain stream displayed on the label, and lastly, bottled water is a complete rip-off. Bottled water drinkers are paying 2,000 times as much for bottled water vs. treated facet water.

Because your consumers are paying attention, they will listen to your story. Get the word out in low cost ways. Use bill inserts to deliver information utility-wide. Start school programs to inform the youth who undoubtedly inform their parents. Deliver a message at council meetings. Lease billboards. Place chalkboards at parks and public areas and get creative and design a label for your water. Launch a social media campaign. Pick a catchy slogan and post it at City Hall. There are so many ways to deliver the message. It only takes a small effort with a champion behind it to make big change.

Little by little, the tide will turn as long as we start telling our side of the story. The bottled water industry is relentless, but there is power in numbers.
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FIRST IMPRESSIONS COUNT!
BET YOUR BUSINESS CARD ON IT
By Karen Saunders

It's the trade show of the year and you're poised to meet, greet and network up a storm because the precise buyers for your product or services are here. Business card? Check. Sales brochures? Check. Product samples, informational literature, or other appropriate peripherals? Check.

But wait, let's go back to item #1 - both in the list above and the all-important first step in creating a strong, lasting and favourable impression. In other words, what you looked like it said (schmoozing) might not be remembered when potential customers are back home, but your business card will be in the pile that your business contact will sift through to separate the wheat from the chaff; the business he or she will be wanting to follow up on.

What's your card saying about you? Here are some of the most common mistakes you've no doubt seen and reacted to negatively. Tossing the card into the wastebasket is inevitable.

Here are the two worst offenders: Paper too thin. Card is wimpy and bends or crumples in your hand or briefcase, it screams cheap. Might be an indicator of your other business practices and products.

Pre-printed perforated cards you run through your computer printer. More cheap impressions, plus your card may look like dozens of others because of the limited pre-printed designs available.

There are many more...boring, bad choice of typeface or size, too much or too little information, no focal point and muddy graphics, and the list goes on.

Your business card is often the first, and perhaps the only, impression prospective clients may see. Will it encourage them to find out more about you and your business? Having a good logo design and clean layout leaves them with a favourable first impression that you're a credible professional businessperson.

The following are 13 easy ways for you to do what the professional designers do: insider secrets about business cards that go right to your first impression and bottom line:

1. Create a focal point or central space that draws a reader's eye in.
2. Allow white space to help balance the layout.
3. Use a clear, strong logo that looks good when reduced in size on your business card.
4. Use a highlight color sparingly. Make sure colored elements highlight the one main message you want to convey.
5. Be sure the highlight color you choose is appropriate to your business. For example, using green on a lawn care business card would be far more appropriate than say red or orange.
6. Limit your selection of type fonts to no more than two, which may also include their "families." For example, a font family includes styles such as bold, italic, or bold italic versions.
7. Format text to be smaller, more compact and more professional looking.
8. Choose appropriate fonts for your business, avoiding trendy or overly embellished versions.
9. Avoid using all capital letters because they are difficult to read and look unprofessional.
10. Use a grid to align text and objects together.
11. Don't use illustrations that are too detailed or delicate, as they may look muddy when printed at a small size.
12. Stay away from amateur-looking or dated clip art (unless you are going for the "retro" look). Find good quality resources.
13. Select a beefy cover stock for your paper. Sometimes 80# cover is not enough. You can get a free swatch book from your printer or paper representative. The swatch book will give you the opportunity to examine and feel the various sheets for finish, thickness, stiffness, opacity (translucence) and color.

Impress your clients with your cards as though your business depended on it! Cards are small in size but huge in importance to your business success. Start employing these design tips to ensure your cards are doing the biggest possible job for you.
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