

**Meeting Notes from the Leadership Meeting
Blue Harbor Resort, Sheboygan, Wisconsin
Friday, November 14, 2014**

Welcome

Pat welcomed the group to the annual Leadership Meeting and discussed the meeting's purpose. It gives WWA leaders an opportunity to meet outside of the annual conference to discuss WWA issues. It's always been held in November in various locations around the state, it was initiated by Jim Chaffee in 2002, and invitees include board members, committee chairs and vice chairs. He reviewed the agenda.

Introductions

Name		Affiliation	Email	Position in Organization
Tony	Averbeck	Hydro Designs, Inc.	tony@hydrodesignsinc.com	WWA International Director
Scott	Beduhn	Ruekert-Mielke	sbeduhn@ruekert-mielke.com	Engineering & Construction Chair
Paul	Boersma	Black & Veatch	boersmapm@bv.com	Membership Chair
Jason	Bordewyk	Stantec	Jason.Bordewyk@stantec.com	Young Professionals Chair
Cindy	Borkhuis	Lake Geneva	lgwatergirl@genevaonline.com	Customer Service Vice Chair
Dale	Broeckert	LW Allen, Inc.	dbroeckert@lwallen.com	MAC Co-Chair
Abigail	Cantor	Process Research Solutions LLC	acantor@processresearch.net	Research Vice Chair
Laura	Daniels	Milwaukee Water Works	laura.daniels@milwaukee.gov	WWA Trustee
Jodi	Dobson	Baker Tilly Virchow Krause, LLP	Jodi.dobson@bakertilly.com	WWA In-Coming Trustee
Jill	Duchniak	WWA	Jill@wiawwa.org	WWA Staff
Joe	Finn	Wonderware Midwest	joe.finn@wonderwaremidwest.com	WWA Past Chair
Michael	Forslund	Strand Associates Inc.	mike.forslund@strand.com	WWA Trustee
Angel	Gebeau	AECOM	angel.gebeau@aecom.com	Youth Education Chair
Tom	Heikkinen	Madison Water Utility	theikkinen@cityofmadison.com	WWA Trustee
Al	Larson	Madison Water Utility	allarson@cityofmadison.com	Engineering & Construction Vice Chair
Rob	Michaelson	Manitowoc Public Utilities	rmichaelson@mpu.org	WWA Trustee
Frank	Miller	Cudahy Water Utility	millerf@ci.cudahy.wi.us	WWA Senior Trustee
Mike	Noreen	River Falls Municipal Utility	mnoreen@rfcity.org	Water Efficiency Chair
Sarah	Nunn	Ayres Associates	NunnS@AyresAssociates.com	Image & PR Chair
Scott	Osborn	City of Oconomowoc Utilities	sosborn@oconomowoc-wi.gov	CLEAR Chair
Patrick	Planton	SEH Inc.	pplanton@sehinc.com	WWA Vice Chair
Jean	Pucel	Green Bay Water Utility	jeanpu@greenbaywi.gov	IT & Security Chair
Nancy	Quirk	Green Bay Water Utility	nancyqu@greenbaywi.gov	WWA In-Coming International Director
John	Richmond	Marshfield Utilities	John.Richmond@marshfieldutilities.org	Regulatory Chair
Barbara	Scheiber	Donohue & Associates Inc.	bscheiber@donohue-associates.com	Management Vice Chair
Denise	Schmidt	PSC of Wisconsin	denise.schmidt@wisconsin.gov	Water Efficiency Vice Chair
Reid	Snedaker	William/Reid	reid@williamreidltd.com	Expo Chair
Annette	Stenzel	Oak Creek Water & Sewer Utility	astenzel@water.oak-creek.wi.us	Audit & Finance / Incoming Sec/Treas
Jon	Strand	SEH Inc.	jstrand@sehinc.com	Research Chair
Terry	Vandenbush	Milwaukee Water Works	tvand2002@yahoo.com	Research In-coming Vice Chair
Daniel	Winkler	Lake Geneva	lgwater@genevaonline.com	Customer Service Chair
Ann-Perry	Witmer	University of Illinois at Urbana-Champaign	awitmer@illinois.edu	WWA Chair
Kelly	Zylstra	Waukesha Water Utility	kzylstra@waukesha-water.com	WWA Secretary Treasurer

WWA Operations Manual and Updates

The Operations Manual is currently housed on the WWA website and is updated annually by the Senior Trustee. It was originally prepared by the Board in 1985 as the definitive source of information for the Section. Pat discussed the contents of the manual.

AWWA National Report/Update

Tony provided an update on AWWA SP2. The main themes included communications between sections and national, education, membership, branding and finance. Other topics he discussed were pooling resources, community engineering corps and scholarship funding. AWWA would like to become the largest scholarship fund for the water industry in the world. AWWA is also trying to move into India; they wouldn't be a section of AWWA initially, but they could join.

Nancy Sullivan is a big resource for AWWA, and as our primary national contact, she welcomes interactions and questions with our section. Nancy Sullivan's contact information: Sr. Section Relationship Manager of AWWA, nsullivan@awwa.org, (303) 347-6155.

2014 WWA Summary, Senator Baldwin Meeting and EPA Small Systems Grant Status Update

Ann stated WWA is functioning well with lots of discussion on topics and great diversity within leadership roles. The "Into the Outdoors" video was a big step and accomplishment for WWA this year to try to reach the general public with water issues. She thanked Mike Forslund and Angel Gebeau for spearheading this initiative.

Our state elected officials noticed WWA for the first time this year, which was very exciting – they actually reached out to WWA. Both parties (US Senators Baldwin and Johnson) had representatives at our annual conference this year. A group of WWA board members (Ann, Pat and Frank) met with Senator Baldwin's Deputy State Director Marquette Baylor on November 13, 2014 to discuss various items, including WIFIA, aging infrastructure and low-interest loans available to utilities in the state to use for the improvement of drinking water. Ann is looking to have the Regulatory Committee take the lead in this process for the future.

An EPA small system grant has become available for WWA to use; an AdHoc committee was formed and is discussing this further to move it forward with WISCAP. The EPA will decide who this grant will ultimately go to, but the committee is setting up meetings regarding it. The committee is being led by Angel Gebeau and Andy Jacques, with Mike Forslund as the board liaison.

Another area of focus for WWA is the rebranding concept and how we align the Wisconsin section with AWWA. WWA is trying to build its relationship with AWWA, since they have several resources available for WWA to tap into. WWA will continue discussions on the best way to align our organization with AWWA for the future.

WWA developed a platform to get newsletters out electronically this year. WWA recognizes that its future generations of members prefer to get information in different manners than they have in the past, and this is one method of reaching them.

WWA Membership Report/Update

Paul Boersma presented a water drop slide showing the length of time different utilities have been members of WWA. He presented ongoing 2014 activities of the committee including monthly committee calls, new member thank you letters, late member follow-ups, ongoing newsletter articles, a member's booth at the annual conference, attending the membership summit and yearly member appreciation letters/note pads.

For 2014, the committee had a focus on retention of members since there were so many new members in 2013. They will list new members in each newsletter and will profile select utility members in the newsletters. The committee will call new members along with sending a letter to connect with them earlier. WWA has had modest member retention and long-term, steady membership in the last few years. A fair amount of members who joined in 2013 are not renewing in 2014. WWA has about 800 members currently.

Thinking ahead to 2015, the committee is focusing on growth. Paul would like everyone in this room to identify two individuals, call them and ask them to join as new members of AWWA/WWA. He'd like the names emailed to him. Today's attendees should try to focus on reaching out to WWA event attendees who are not currently members.

WebEx Use and Setup for Committee Meetings

Joe discussed how to log into and set up a WebEx meeting. Committees and members should contact Jill for specific login instructions when wanting to use WebEx.

Committee Activity Discussion

Youth Education – Angel Gebeau noted that this committee's primary goal is to get the "Into the Outdoors" production out to the public. Information on how to access the production will be available soon. The production will be broadcast three more times on television. They also do a drawing contest at the annual conference each year. They work with water educators around the state on behalf of WWA, including sitting in at the Science Teachers conferences.

Young Professionals – Jason Bordewyk mentioned that in 2014, they raised close to \$4,200 for the scholarship fund at the annual conference and Expo. They are looking to add a category for an existing member who is considering going back to school for an additional degree. The committee has a new student chapter at UW-Whitewater and they are holding a reception tonight in Milwaukee. They would like to add more members to this committee.

Wisconsin Water for the World – This committee is working on a project in Guatemala for 2015. There is money being donated from other organizations this year, which will be a big help for them.

Water Efficiency – Committee Chair Mike Noreen indicated that in 2014, they submitted articles to the newsletter, had a water efficiency track at the annual conference and partnered with the IL section on a webinar. In 2015, the committee's goal is to pilot a training program on AWWA's water audit software with hopes of bringing this software to all WWA members. In spring, they will offer some water loss training sessions. Later in the summer, they will conduct more technical training on water

loss. They will present their findings at the annual conference. Eventually, the PSC will change their reporting requirements to support this software.

Treatment Operations – Their seminar was great in 2014 – great topics and high attendance. They had a panel session on the cold winter at the annual conference, which was great also. They need more committee members and more TOP OPS competitor teams. Some discussion took place on the possibility of having both a ground water and surface water seminar.

Small Systems – They are struggling and need more help.

Research – Committee Chair Jon Strand and Vice Chair Abigail Cantor noted everything done in the water system stems from research, with hopes of improving techniques and making them more cost effective. The committee had its planning meeting and has a great group of people. The annual research picnic is scheduled for Aug 26, 2015 and is open to all WWA members. They will brainstorm on ideas of what is needed in the water industry at this picnic. Information from these discussions is then sent to the Research Foundation afterwards. They have a great idea for a session at the annual conference - water system operations and what the research behind it is.

Regulatory – Committee Chair John Richmond noted that they had several meetings in 2014, including members from the PSC, MEG and DNR groups to discuss new legislative proposals. The committee is hoping for more face time with legislators in the future. The Regulatory Affairs seminar is expected to be held in May 2015. The presentation from the annual conference is on the website. A regulatory newsletter is produced and sent out quarterly. Two people were sponsored to attend the Washington DC AWWA fly-in this year and they are thankful for this.

Nominating – Nothing to report.

Membership – Nothing to report.

MAC – Joe Finn mentioned that this committee plans the festivities for MAC night at the annual conference. They also host the meet and greet evening at the ACE conference (Anaheim in 2015).

Management – Vice Chair Barb Scheiber indicated that this committee chooses topics for the annual conference management track. They also planned a full day management seminar in August, which was very successful.

IT and Security – Jean Pucel will be taking over for Mike Heyroth as chair of this committee. The committee will continue updating the WWA website and work with social media. They are planning their seminar for Wednesday, March 4, 2015 at the American Center in Madison. Goals include more training (tips and tricks) on hardware and software at the IT seminar. They would like to portray the thought that there is an IT division that can help work with other committees more at the annual conference.

Image and PR – Committee Chair Sarah Nunn said the biggest thing they do is the Water Taste Testing event at the State Fair. They are pushing to get more participation from water utilities at this event, since there were only 12 last year. They put together and coordinated items and events for Drinking Water Week and hope to work with Youth Ed to have “Into the Outdoors” roll out during this week. They will help with the rebranding of WWA also. They currently have three members and are always looking for more to join.

Midwest Industry Expo – Committee Chair Reid Snedaker said the Expo is being planned for February, like always. The relationship with Central States will terminate after the year 2015, but the event will continue for WWA. In 2016, the event will be co-sponsored by WWOA (Wastewater Operators Association). They continue to look for opportunities and events that attendees can enjoy participating in at the Expo. The Expo is mostly intended for operators. Exhibitors often times present classroom training sessions on their products. The Expo is a two-day event with equal sessions both days.

Engineering and Construction – Committee Chair Scott Beduhn noted that the committee is struggling with low membership. They put the ethics session together at the annual conference this year. They’d like to come up with new topics for next year and maybe even do a webinar series on aspects of engineering and construction to break apart the training to maintain a more focused interest.

Distribution – They are a very cohesive, hard-working committee. The annual conference is a big driver for them. They will have their seminar on Tuesday at the Expo again in 2015. They are also organizing Meter Madness at the Expo.

Customer Service – Committee Chair Dan Winkler said they had a seminar in Lake Geneva for the past 3 years now, and it has been a nice venue at the Riviera on the lake with a boat ride and lots of door prizes. They took a more interactive approach with topics at their seminar and are trying to coordinate more operators into the sessions, which has been successful. Customer Service employees include all “front-line” workers, which is the reason they are trying to draw in more operators. At their 2014 seminar, they brought attendees in from Illinois also since they have the same customer service issues as we do here in Wisconsin. Since Lake Geneva is on the border, they will continue to cultivate the relationship with communities in Illinois. June 3rd is the seminar date for 2015.

CLEAR – Committee Chair Scott Osborn noted that the committee tries to schedule a meeting every month, but only had two this year. They leave it up to their captains to pick a date and plan the topic. This committee is struggling. They need more active captains. The goal is to have each regional captain do two sessions per year, one in spring and one in fall. However, in 2014, they only had one event with one captain organizing it. Their top goal for 2015 is to reinvigorate their group and get them more involved. Their sessions are supposed to be more hands on rather than sitting in front of a power point. They are looking for new captains and new life for this committee.

Awards – If WWA members have anyone in mind for awards, email Ann anytime throughout the year. She prefers people don’t wait until the conference to nominate someone.

Audit and Finance – Committee Chair Annette Stenzel will conduct the 2015 audit, but will then need of a new chair to take over. This committee also helps to plan the financial track at the annual conference.

Panel Discussion – Succession Planning for WWA

Pat used the Secretary/Treasurer position as an example of succession planning. He then suggested that we should think about replacement options for Jill, as well. WWA needs to get more people interested in running for a board position. He is encouraging people to step up; members don't need to have committee chair experience to become a board member. They just need to be AWWA members. The experience is very rewarding, and often times the elections are uncontested.

Tony – He was the last Chair that was not part of the current election process and he thinks it's a great experience, even though originally his boss just brought him along to WWA activities. The Director position is a three year commitment and requires having been a Chair of the section.

Nancy – The experience of committee chair and on the board helped her get promoted in her job and helped her tremendously throughout her career path.

Ann – Delegation helped her succeed as Vice Chair and organization was the key to help her get through it. It's really quite an easy job being Vice Chair, Chair and Past Chair. Committee Chair position will give a glimpse of what it is like being on the board. She reminded the group that the first time she ran for the board she lost in a contested election, but didn't give up.

Joe – Nancy recruited him to run for the Board. Trustee is just a two-year commitment, so it's a nice place to start. It provides a great experience to the board level and different committees through the liaison positions.

Frank – He feels it's best to become trustee first since it's a two-year commitment and you could walk away. It's been a great experience for him, so he was encouraged to continue on as Senior Trustee.

Mike – He reminded the group that he lost the first time he ran against Katie and Frank, but he didn't give up. The time commitment isn't too bad. He feels it's important to have employers who are encouraging participation.

Laura – She enjoys working on committees, and the board is even more than this. The nice thing about the board is that she can still be a liaison to the committees and you get to see the big picture. There's much more to WWA than she ever thought existed and it has a lot of value.

Tom – He is wrapping up his first year on the board and it's a fun place to be because he enjoys the social aspect of it. Being a trustee isn't a whole lot of work and it provides a stepping stone to the next level if wanted.

Rob – The board was suggested to him by others, and he feels it’s important to reach out to other committee chairs and leaders to take on these roles. At first he felt under-qualified, but has realized that it’s important to have people from all aspects of the water industry to make the board strong.

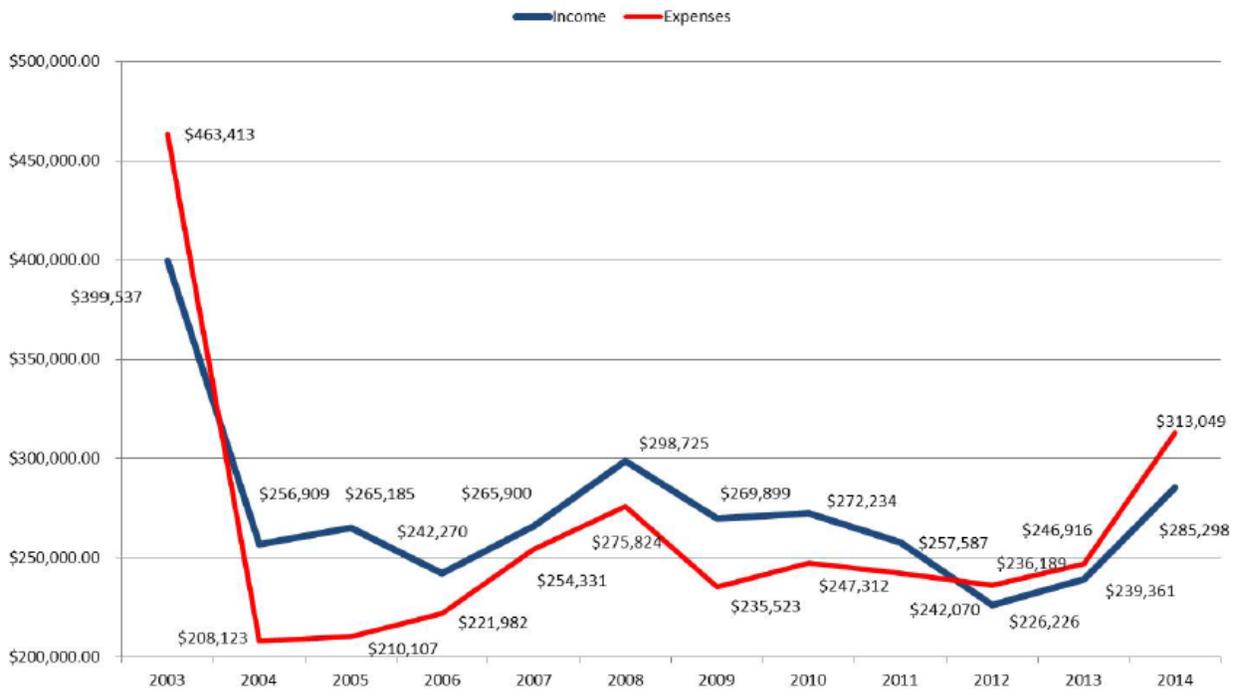
Jodi – She hadn’t given the board any thought before until Joe suggested she join it. She feels lucky to have her employer support her as a board member. She’s excited to learn more about the industry.

Kelly – She’s been on the board since 2006 and is the longest board member for WWA. She truly enjoyed being on the board, but needs to step back because of her job.

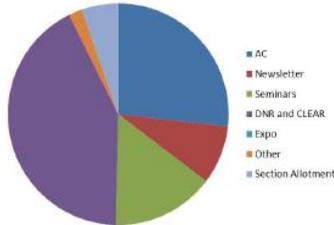
WWA Financial Report and 2015 Budget

Kelly showed a line graph and pie charts demonstrating WWA’s income and expenses over the past ten years and how in the current years, expenses are rising faster than revenues. We are a nonprofit organization and would like the income and expense lines to match one another more closely. From 2003–2010, WWA saved and tried to grow our reserves. Beginning in 2011, WWA began spending more money and revenues began decreasing.

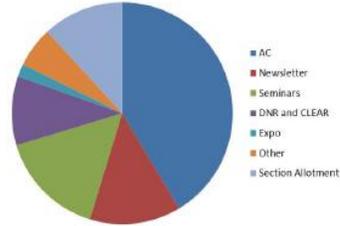
WWA Total Income Vs. Total Expenses



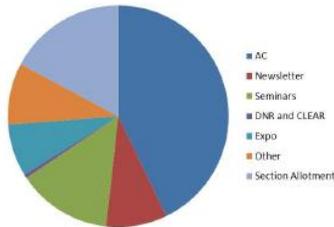
2003 Income Breakdown



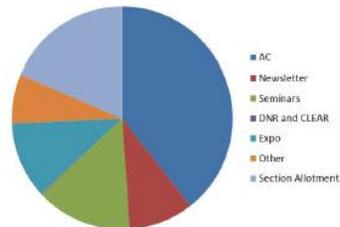
2005 Income Breakdown



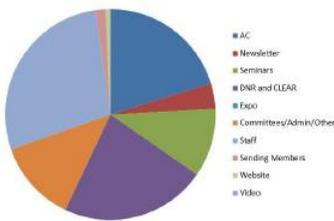
2009 Income Breakdown



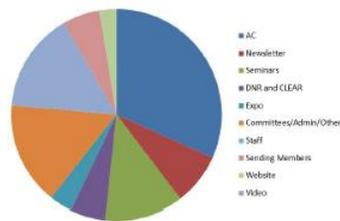
2014 Income Breakdown



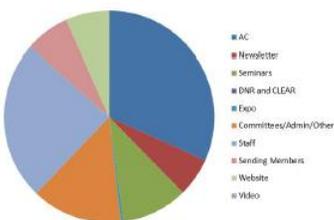
2003 Expense Breakdown



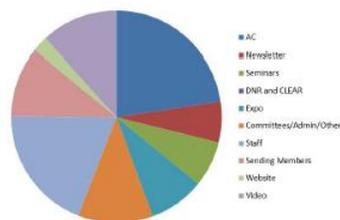
2005 Expense Breakdown



2009 Expense Breakdown



2014 Expense Breakdown



Kelly also showed a slide on WWA's current cash funds and their balances.

Committees should let the Secretary/Treasurer know what their budget requests are by the Friday of the annual conference. The board will review a draft copy of the budget at their October meeting and will approve it at their December meeting. Audited financial statements are presented to the board at the February meeting.

Kelly reviewed the expense report process and distributed tax exempt cards for committees to use.

AWWA Rebranding Program

Frank reviewed the AWWA SP2 themes consisting of communications, education, branding, finance and membership. He explained that rebranding is a big topic at AWWA currently. Back in the early 2000's, WWA rebranded itself and now it's going back the other way. AWWA is the biggest publishing house west of the Mississippi River and they want to increase the awareness of this brand and have the sections follow it so we have consistency throughout. Consistency leads to more effectiveness. Therefore, the reasons to rebrand include changing perceptions, leveraging our effectiveness, increasing our effectiveness, reflecting our revised strategic plan, aligning ourselves with AWWA for quality purposes and developing a sense of consistency with AWWA. The board will be discussing options over the next year and there will be design, cost and implementation procedures involved.

WWA Newsletter

Kelly did a presentation on the 2014 newsletter. She explained there were four issues that came out during this calendar year and what changes were made to streamline the process. The plan for 2015 is for three issues with the following deadlines:

- Spring 2015 – Deadline for articles is 1-13-15 with the issue in hand by 3-31-15
- Summer 2015 – Deadline for articles is 5-11-15 with the issue in hand by 8-3-15
- Fall/Winter 2015 – Deadline for articles is 10-1-15 with the issue in hand by 12-17-15

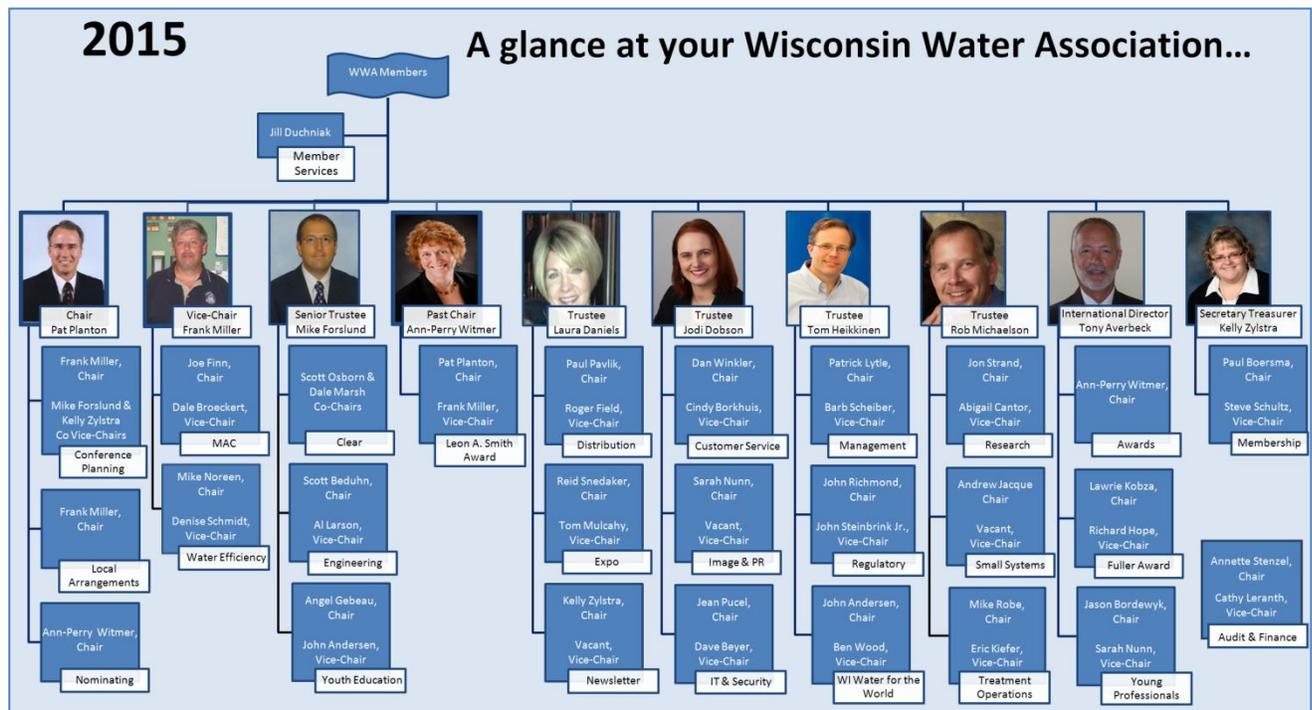
She asked all committees to consider preparing committee reports for each issue since members really do want to know. Articles and ideas are always needed.

WWA Member Contact Points: Social Media, Email Blasts, Website, Wis Water Policy Watch, Other

Pat reported WWA's member contact points include newsletters (three annual issues), website (easily updated by committee chairs), email blasts, Wisconsin Water Policy Watch (monthly when the legislature is not in session and fortnightly when they are in session), social media (Facebook, Twitter, LinkedIn) and annual reports. If a member would like to be noticed on Facebook or Twitter, let the committee know. Joe and Mike post on a regular basis. Include @wiawwa if you tweet or post something that you want them to see and potentially like or retweet.

AWWA provides WWA an annual allotment of \$600 for their bookstore. Committees should let Jill know if they want anything. If we don't use this allotment, WWA will lose it at the end of the year.

The following is WWA's organizational chart:



WWA Expo Update

Joe explained that Central States asked WWA to release them from doing the Expo. WWA's board decided we should continue having the Expo. Contact was made with WWOA about partnering with us on two one-day Expo events with both a water and wastewater focus beginning with 2016. WWOA has 800-900 members, so the potential for growth is strong.

2015 WWA Annual Conference

Frank explained that the annual conference is very important to our section. The conference is at the Kalahari in Wisconsin Dells on September 9-11, 2015. He showed the schedule through 2020.

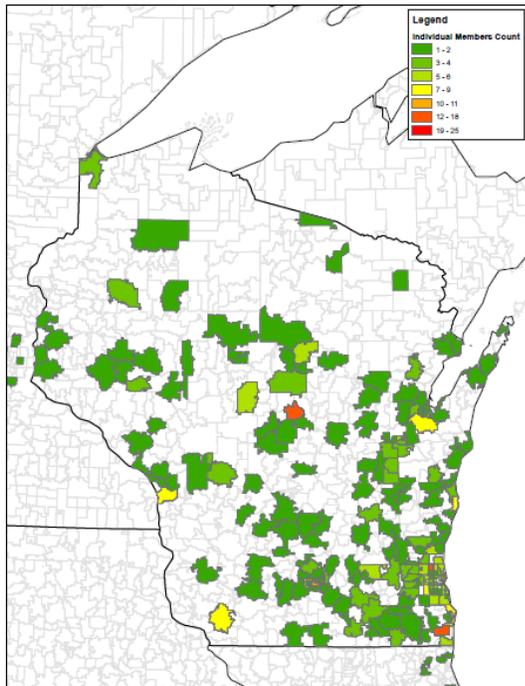
The 2014 conference had great reviews on technical sessions, the exhibit hall, and the contests. There were some mixed reviews on continuing the water museum. There was little interest in moving to a one-day exhibit hall.

For the 2015 conference, call for papers opens December 1, 2014, the MAC meeting is scheduled for December 4, abstracts will be forwarded to committee chairs and planning committee by Monday, February 2, the first conference planning meeting is Wednesday, February 4 at the Expo and each committee will be responsible for their corresponding technical tracks. Abstracts will be reviewed by the committee in March 2015. Recommendations will be due to Frank by March 20, 2015 and the Conference Planning Committee will meet in April 2015 to finalize the program.

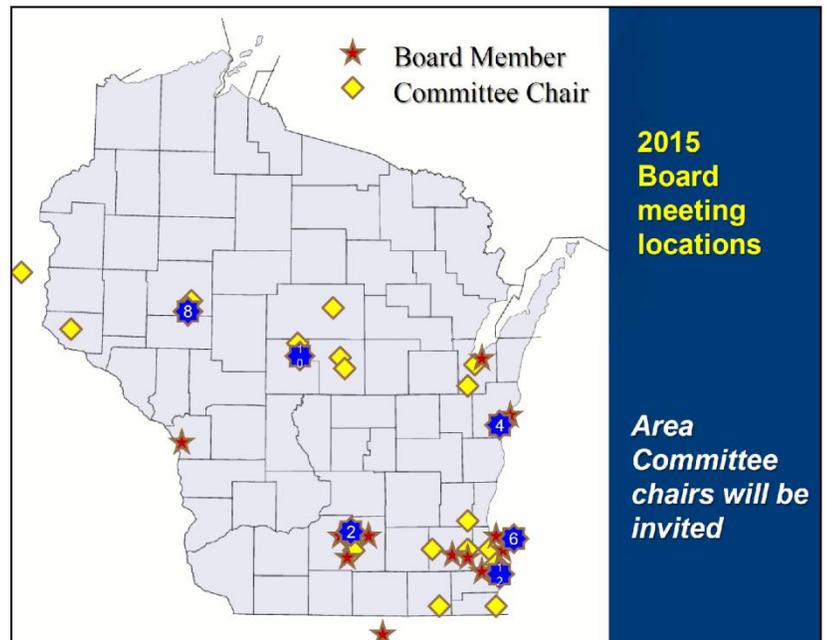
Wrap Up

Pat showed a map of where all the WWA members are located based on zip codes. He showed another map indicating that our board members largely reside in the southeastern section of the state, while committee chairs are scattered throughout the state. Therefore, the 2015 board meetings will be held around the state to allow for committee chairs to attend them. Pat is inviting and strongly encouraging committee chairs to attend these board meetings as they occur in their areas.

Membership Location Map:



Board Member and Committee Chair Location Map:



Goals for 2015 include the 2015 budget, continued outreach to elected leaders, CLEAR and Small Systems committee and training grant, increase activity within large utilities, increase and maintain membership (inclusion), and succession planning for the board, staff and committees.

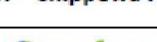
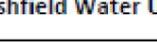
CLEAR stands for: Coalition for Learning, Education and Assistance Regionally

Pat thanked everyone for attending today and appreciates their services to WWA. He is looking forward to working with everyone in 2015.

Questions

When will the strategic plan be updated? In 2015, an AdHoc Committee will be formed to do this.

WWA 2015 Board Meeting Schedule

WWA 2015 BOARD MEETINGS		
DATE	START TIME	LOCATION
January 16	9 am	
February 13	9 am	Baker Tilly - Madison
March 13	9 am	
April 10	9 am	Manitowoc Water Utility
May 15	9 am	
June 5	9 am	UWM School of Freshwater Sciences Milwaukee
July 10	9 am	
August 14	9 am	SEH – Chippewa Falls
September 11	9 am	
October 9	9 am	Marshfield Water Utility
November 13	9 am	
December 11	9 am	Oak Creek Water Utility