

## Wisconsin Water Association Leadership Meeting Notes Friday, November, 15, 2013

### **Welcome**

Ann welcomed the group to the leadership meeting, and thanked them for their time and service. She thanked Joe for his year of service as Chair.

She discussed why she chose this location for the meeting. She explained that the House on the Rock is sort of a crazy man's vision; he collected mundane everyday things and turned the collection into a worldwide attraction of something extraordinary.

### **Committee updates (Directory included following update section)**

Sarah Nunn talked about the Image & PR committee. They did the taste test at the State Fair for the first time and they plan to do it again. WWA has a display booth that they are trying to put together so that it can be provided to different utility members to use for outreach at their different committee events. They also know that International is doing some rebranding, so we will be switching over to be in-line with that.

Jeff Ripp discussed the Water Efficiency committee and how active they were this year. They held an in person meeting at the Kohler Company and looked at the water efficiency measures they use at the golf course. The previous year this was held in Stevens Point. They are planning to try to do something like this again this year, possibly in July in the Milwaukee area. They also partnered with Illinois AWWA webinars and plan to continue to do this again. They have begun discussing what they can do for another workshop type event at the annual conference. Scott Osborn, as last year's winner, has volunteered to assist with the water efficiency award this year. They are not sure if the committee will do anything on "fix a leak" week. The committee also plans to provide water efficiency articles for the newsletter, and to renew the membership with AWE for another year.

Al Larson discussed the Engineering & Construction committee. The committee is relatively new to the Section and they are trying to figure out how they fit into the strategic plan for WWA. They are looking for guidance from the Board. At the annual conference they discussed how to recruit new members, as they only have four or five members. They are also looking for ways to provide CEUs particularly for professional engineers in the form of PHDs, which is where he said they see their role. They are looking to be active at the annual conference as they have had one day seminars, with only limited success so they are not sure if they will continue these.

Laura Daniels discussed how she is working with Distribution, Management, and Treatment Ops this year. She said knowing your target audience and increasing networking are often the keys to educational opportunities. She is looking forward to helping anyone with educational ideas by sharing what has worked for committees in the past. She also would like to get more of her staff in Milwaukee involved, so if committees are in need of members, let her know.

Jason Bordewyk discussed the Young Professionals committee. They are focused on student chapters – they added UW-Whitewater right after the annual conference. The YPs need a little help with that chapter, especially from anyone who is in that area. Joe said that he will be speaking with the chapter in February. Linda Reed is the faculty liaison for the chapter. They have a water business school that WWA has been in discussions with for a while. Typically, YPs try to get together with the chapters two times a year. There will be some work cut out for the Madison chapter as the leadership is graduating this year. The goal for next year is the Northeast Technical College - there was a scholarship winner from here this year, so the

momentum in there. They are also trying to develop the poster contest at Expo; hopefully it will fit better with the student's school calendar so that we would be able to have participants that we can sponsor a winner to go to ACE that same year. They also continue to work on scholarships. Sarah Nunn is the new Vice Chair.

Angel Gebeau discussed the Youth Education committee. This year they sponsored an award for the best city. They gave out leak test kits at the science teacher's conference. The annual drawing contest at the annual conference was held. They are working on relationships with other organizations and committees to get information out on education.

Abigail Cantor discussed the Research committee. They had the planning committee meeting for the year. The research committee picnic will occur again this year and she encouraged everyone to attend. She stressed that you don't need to be a researcher to be involved; they want to interface research with all of our applications. This year they will not be having a panel discussion at the annual conference; they are instead going to do a seminar at UW what will also be a simultaneous webcast. One of the speakers will discuss the total coliform rule, another will be discussing new testing for microbiological activity, and another on affordable DNA testing. The committee is looking for more new members and members who are interested in being officers-in-training, as they feel the committee needs new leaders.

Mike Forslund will be the Board liaison for Image & PR, Newsletter, and Youth Education committees. He is looking forward to 2014.

Nancy Quirk is the chair of the Regulatory committee; formerly the Legislative, DNR Liaison and PSC Liaison committees. The Board disbanded the three committees to formed one new committee, and all volunteers from the three former committees were asked to join this new committee. The regulatory newsletter is the big push for the committee. They are working on the AWWA fly in, legislative day, and the regulatory affairs seminar. The Board has also hired Mary Cardona to attend the regular regulatory DNR and PSC Industry meetings to take minutes and get them posted on the website. The committee is excited to move forward. She discussed the 'win' we got this year in the amendments to ACT 25.

Paul Pavlik discussed the Distribution committee. This is the third year to have the seminar at the Expo. The meter madness will also be at Expo. The tapping contest will happen again this year at the Annual Conference – competition is growing – including this year the first ladies team competing. They are trying to get donated materials together to help the teams practice. The committee has a goal to be large so they can share their experiences – if anyone is interested to the committee, please help get the word out.

Reid Snedaker discussed the Expo committee. There is always concern about the weather in February, but they are focused on looking for more events, committee meetings, etc., to occur at Expo in order to bring more people to the event. They are looking for a representative from a utility to join the committee and to bring that insight. The committee is very active and is looking to get more involvement from Central States as the partner for the Expo event. They are looking for ways to get Illinois, Minnesota, and Iowa involved in the event - as right now participation is primarily from Wisconsin.

Andy Jacque is the new chair of the Small Systems committee. They are looking for more members. They plan to continue to have a focus on small systems at the Annual Conference, in the newsletter, and with a special event at the annual conference. The challenge is, as always, to find a way to connect with the small systems and find out how can WWA serve them better.

Mike Olesen is the MAC committee chair. They will continue to coordinate the exhibit hall and MAC night at the Annual Conference. They will be meeting in February in La Crosse to check out the facility and to work on a preliminary layout for the event. They have met with Pat Planton, planner of the Annual Conference, to try to keep people focused in the exhibit hall.

Cindy Borkhius the co-chair for the Customer Service committee. They had the seminar in Lake Geneva at the Riviera this year, it was well attended with more new utilities than in the past. Next year they are doing it again the first Wednesday in June in Lake Geneva.

Tom Heikkinen is a newly elected trustee to the Board. He is the liaison to WWWc and Engineering & Construction committees. WWWc is planning a fundraiser to coincide with the drinking water week in May – perhaps a home brewing taste test event and combining it with consumer outreach.

Tony Averbeck is the International Director for the section. He is the liaison to the Awards and YP committees. He also prepares a newsletter article for each issue.

Joe Finn thanked the group for a wonderful year in 2013. He will be the Past Chair and be the liaison to Customer Service, CLEAR and Expo committees.

Nancy Sullivan from AWWA is our liaison between the Section and Denver.

Annette Stenzel is the chair of the Audit and Finance committee. They audit the WWA books in January; then prepare the financial statements and present them to the Board. They also plan the financial parts of the Annual Conference and this year the first annual calculator competition.

Barb Scheiber is the chair of the Management committee. The main goal is to have a one-day training seminar again. Central States is in charge of the event in 2014, and the venue is not known at this time.

Barb Scheiber also spoke in behalf of the WWWc committee. Next year's project will be putting up a tank and piping down to another village in Guatemala – about 40 minutes from the last project.

Jana Nyhagen is the outgoing editor for the Newsletter committee. The publication comes out in January, April and August – with the deadlines being about 3 months before that. She thanked the group for the contributions from others for the 15 issues that she has been involved in. She encouraged all of the committees to be involved and contribute articles. She thanked Jill for her help with the newsletter ads. Jana would like to see more articles about the projects that are going on around the state in future issues.

Pat Planton is the incoming Vice Chair of the section and will be planning the Annual Conference for 2014. He is also the liaison for MAC committee.

Frank Miller is the incoming Senior Trustee for the section and put together the Regional Meeting of Section Officers (RMSO) this year; hosted by the Section in the Milwaukee area. Ann thanked him for a great job planning the event. He is the liaison for Regulatory and Water Efficiency committees.

Paul Boersma is the chair of the Membership committee. He put metrics up on the screen for the membership levels. The committee meets monthly and discusses on how to follow up with late members, how to retain members and how to obtain new members. We are currently on a membership surge, but the committee doesn't see a clear reason or pattern for this growth. On theory is that it appears to be how everyone in the organization uses their "zone of influence" to grow the membership. November of 2013 – we have 879 members, where as we had 844 in August of 2012. There was a very successful membership booth at the Annual Conference; AWWA had a representative attend.

Mike Noreen attended and report that he is on a variety of committees

Mike Heyroth is the chair of the IT & Security committee. The committee is going very strong with 16 members; a nice mix of new and longtime members. The seminar will be on March 6<sup>th</sup> at the Holiday Inn at the American Center on the east side of Madison. They are continuing on with Twitter and Facebook – always looking for information that could be added – send ideas to him or Jill. If your committee wants

any help with anything related to IT, let Mike know. The QR on the badges at the Annual Conference was a new item this year and feedback is welcome.

Jill Duchniak is the Membership Services Coordinator. She asked all the Committees to let her know the dates and locations for seminars as soon as they decide, so it can get on the website. The agendas or speakers do not need to be known to get the process started.

Dave Lewis is the Past Chair of the section. He is very happy with where the association is headed and is very excited about where everything in the section is going. We are strong financially. He wants to stay involved in the organization and thanked everyone for attending.

Kelly Zylstra will be taking over for Jana as the Newsletter editor, continuing as the Secretary/Treasurer and will be the liaison for the Small Systems and Membership committees.

Laura outlined why the Education committee is no longer active for the section. She discussed how the committee used to do all the seminars, but for many years now, the individual technical committees have done their own seminars. Therefore, the Education committee was sunsetted by the Board, and the remaining committee members were asked to go into the other discipline focused committees.

Ann wrapped up the discussion by pointing out the overlap between the committees. How the committees can team up and have more success with talking together. For example, the committees needing members and how Milwaukee has more staff they want to more involved, and how Youth Ed ties into Image & PR and getting information to our members. She also pointed out how Communications and Advocacy tie together. She also strongly recommended that as a committee chair everyone should read operations manual. It offers guidance, mission ideas, and specifics are spelled out. It can be found on the website. It is a document that should be bookmarked and used on a routine basis. She told the group that the section Senior Trustee has the responsibility of updating everything by December 31st of their term. She asked everyone if there were things that were out of date, or inappropriate, to their committee to notify their liaison, Pat or Ann.

## 2014 COMMITTEE DIRECTORY

Committee	Chair	Vice Chair	Board Liaisons
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<b>YOUNG PROFESSIONALS</b>  GROUP: Membership	<b>Jason K Bordewyk, P.E.</b> Stantec 2335 Highway 36 W St. Paul, MN 55113 Phone: 651-967-4568 Fax: 651-636-1311 <a href="mailto:Jason.Bordewyk@stantec.com">Jason.Bordewyk@stantec.com</a>	<b>Sarah J. Nunn, PE</b> Ayres Associates 3376 Packerland Drive De Pere, WI 54115 Phone: (920) 327-7833 <a href="mailto:NunnS@AyresAssociates.com">NunnS@AyresAssociates.com</a>	<b>Tony Averbeck</b> Hydro Designs, Inc. 428 W. Hamilton St. West Salem, WI 54669 Phone: (608) 234-2949 <a href="mailto:tony@hydrodesignsinc.com">tony@hydrodesignsinc.com</a>
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**Financial Report/2014 Budget**

Kelly discussed the finances using a breakdown income sheet and then highlighted the 2014 approved budget. Both are attached to these notes.

**Active accounts, money available (fluid)**

BMO Checking Account	\$ 38,706.60
BMO Money Market	\$ 54,139.67
Tri City Checking	\$ 7,020.25
	<u>\$ 99,866.52</u>

Typical Annual income	\$ 225,000.00
Typical Annual expenses	<u>\$ (230,000.00)</u>
Net	<u>\$ (5,000.00)</u>

**Ops Manual states:**

90 days w/o income in reserve  
 100% of average monthly expenses w/o income

**Accounts, money not as fluid**

CD	\$ 75,000.00
Investments	\$ 58,928.84
	<u>\$ 133,928.84</u>

\$ 57,500.00
<u>\$ 19,166.67</u>
<u>\$ 76,666.67</u>

**Monthly Activites**

	<b>In + Out</b>	<b>Out Only</b>	
January	(\$12,431.00)	(\$12,821.51)	"big" items
February	(\$379.80)	(\$33,660.59)	newsletter
March	(\$7,642.70)	(\$7,650.64)	WWWC
April	\$36,127.52	(\$16,488.49)	section allotment = +\$27,000
May	\$137.16	(\$28,650.74)	newsletter, prepays due
June	\$6,877.66	(\$21,305.17)	ACE reimbursements
July	(\$6,400.95)	(\$6,862.76)	
August	\$4,497.09	(\$21,117.70)	ACE reimbursements
September	(\$18,453.60)	(\$59,777.09)	annual conference and newsletters
October	\$8,650.78	(\$18,028.32)	
November <sup>(1)</sup>	(\$10,077.98)	(\$5,427.24)	
December <sup>(1)</sup>	(\$15,689.43)	(\$15,702.46)	
		<u>(\$247,492.71)</u>	

(1) from 2012



Wisconsin Water Association 2014 Budget Worksheet (Approved 10-11-13)

<b>2014</b>		
<b>CATEGORY DESCRIPTION</b>	<b>Budget</b>	<b>Notes</b>
TOTAL 4220 - Contributions	<b>\$2,500</b>	
TOTAL 4230 - Section Allotment/Assessment	<b>\$48,000</b>	2010 raised assessment from 10% to 15%, or an additional \$5,580 over what was in 2009.
4500 - Seminars		
4505 - Water Efficiency:		
4506 - Registration Fees	<b>\$0</b>	2013 held a webinar, 2011 and 2010 no seminar held, 2009 attendance was 44. 2014 assumes rate stays at \$90 and assumes attendance of 0.
4507 - Exhibitor Fees	<b>\$0</b>	2014 assumes no exhibitors and no donations.
4505 - Other	<b>\$0</b>	2014 assumes no seminar so no door prizes or gift cards
TOTAL 4505 - Water Efficiency	<b>\$0</b>	2014 Budget assumes no seminar
4510 - Treatment Ops (Groundwater)		
4511 - Registration Fees	<b>\$0</b>	2013 no seminar, 2011 had 22, 2009 had 19. 2014 assumes rate stays at \$90 and attendance of 20.
4510 - Exhibitor fees/donations	<b>\$0</b>	2014 assumes no exhibitors and no donations.
TOTAL 4510 - Groundwater Production	<b>\$0</b>	2014 budget assumes a seminar will not be held
4515 - Safety Conference:		
4516 - Registration Fees	<b>\$0</b>	No seminar held in 2013, 2012, 2011, 2010, 2009 or 2008. 2014 assumes rate stays at \$90 and assumes attendance of 0.
4517 - Exhibitor Fees/donations	<b>\$0</b>	2014 assumes no exhibitors and no donations.
TOTAL 4515 - Safety Conference	<b>\$0</b>	2014 budget assumes no seminar
4520 - Information Technology:		
4521 - Registration Fees	<b>\$3,150</b>	2013 had 34 with 7 exhibitors, 2011 had 32, 2010 had 35, 2009 had 64, 2008 had 73. 2014 assumes rate of \$90 and attendance of 35.
4522 - Exhibitor Fees	<b>\$1,300</b>	2014 assumes 7 exhibitor, similar to past years
TOTAL 4520 - Information Technology	<b>\$4,450</b>	2014 budget assumes a seminar will be held
4525 - Utility Clerks Conference/Customer Service:		Donation from Lake Geneva in 2012
4526 - Registration Fees	<b>\$3,150</b>	2011 had 43, 2010 had 34, 2009 had 63, 2008 had 56. 2014 assumes rate stays at \$90 and attendance of 35.
4527 - Exhibitor Fees	<b>\$0</b>	2014 assumes no exhibitors and no donations.







**Wisconsin Water Association 2014 Budget Worksheet (Approved 10-11-13)**

<b>2014</b>		
<b>CATEGORY DESCRIPTION</b>	<b>Budget</b>	<b>Notes</b>
5026 - Constant Contact Subscription	<b>\$350</b>	In 2011, item was expenses as a subscription cost, but line item created in 2012 due to reoccurring expense
5030 - Administrative	<b>\$20</b>	Business registration fee for WI
5031 - Your Membership.com software	<b>\$6,500</b>	Purchase of software in 2012 and annual fee for 2013 in December
5040 - Scholarships	<b>\$0</b>	Amount budgeted by the Board in case YP's do not have enough to cover scholarships. Their fundraising is in accout 4221 and them placed at the end of the year in a restricted account 7400. Fundraising has been good last few years, so budget reduced.
5050 - Depreciation	<b>\$500</b>	2012 assumes amount is similar to previous year. Actual amount determined at the time of audit.
5051 - Bank Charges	<b>\$120</b>	Covers the bank fees for members checks that bounce when we deposit and wire transfer fees for WWWC.
5052 - Interest Expense	<b>\$0</b>	
5053 - Chargit System ACH	<b>\$4,000</b>	
<b>TOTAL 5000 - Administrative Expenses</b>	<b>\$41,698</b>	
6000 - Board - Committee Expense:		
6010 - Comm. Leadership Meeting	<b>\$2,500</b>	Meeting held in November annual for all Committee Leadership. Potentially at Country Springs in 2012 - check with Joe
6012 - Bylaws-Officer's Manual	<b>\$0</b>	No budget input received from committee chair, past info used.
6020 - Board of Trustees	<b>\$2,175</b>	2012 budget assumes phone calls every other month vs. WebEx - similar to 2008, 2014 assumes that some AWWA webinars are taken by Board
6030 - Audit	<b>\$100</b>	2012 had budget input from committee chair, lunch on day of audit only expense
6040 - Awards	<b>\$0</b>	2012 used recent information
6050 - CLEAR	<b>\$100</b>	2012 budget includes a plaque for outstanding captain, received input from committee chair, no in person meetings, use WebEx
6060 - Customer Service	<b>\$100</b>	Speaker costs are budgeted in seminar expenses. 2012 is based on past years.
6070 - Distribution	<b>\$1,000</b>	Includes input from committee chair plus a tapping contest request by the Board.
6080 - DNR Liaison	<b>\$0</b>	No budget input received from committee chair, so past info used.
6085 - WISWarn	<b>\$100</b>	No budget input received from committee chair, so past info used.
6090 - Education	<b>\$0</b>	Includes prize money for Gimmicks and Gadgets and for meetings.
6091 - Youth Education	<b>\$3,000</b>	Input from committee chair
6110 - Fuller	<b>\$0</b>	No budget input received from committee chair, so past info used.
6111 - Regulatory Committee	<b>\$1,850</b>	Pay for someone to take minutes at the quarterly meetings







Wisconsin Water Association 2014 Budget Worksheet (Approved 10-11-13)

<b>2014</b>		
<b>CATEGORY DESCRIPTION</b>	<b>Budget</b>	<b>Notes</b>
7200 - Seminar Expenses	<b>\$200</b>	This is general expenses that apply to all seminars, such as badges and education booklet
7210 - Specialty : Water Efficiency		
7211 - Catering	<b>\$0</b>	No seminar in 2011 or 2010, 2009 attendance was 44. 2012 assumes that 0 people attend at a cost of \$40 per person
7212 - Meeting Rooms	<b>\$0</b>	2014 assumes no room rental charged
7213 - Printing and Publicity	<b>\$0</b>	2014 assumes no cost of publicity
7214 - Speakers	<b>\$0</b>	2014 assumes no speaker expenses
7210 - Water Efficiency - Other	<b>\$0</b>	2014 assumes no gift cards or door prizes
TOTAL 7210 - Specialty: Water Efficiency	<b>\$0</b>	2014 Budget assumes no seminar
7215 - Treatment Ops (GW):		
7216 - Catering	<b>\$0</b>	2011 had 22, 2009 had 19. 2013 assumes that 20 people attend at a cost of \$40 per person
7217 - Meeting Rooms	<b>\$0</b>	2014 assumes no room rental charged
7218 - Printing and Publicity	<b>\$0</b>	2014 assumes cost of publication remains similar recent years
7219 - Speakers	<b>\$0</b>	Assumes only minimal travel expenses paid for speaker, and no honorarium needed
7215 - Treatment Ops (GW)-Other	<b>\$0</b>	4 - \$25 Gift cards as a prizes
TOTAL 7215 - Treatment Ops (GW)	<b>\$0</b>	2014 Budget assumes no seminar
7220 - Safety:		
7221 - Catering	<b>\$0</b>	No seminar held in 2011, 2010, 2009 or 2008. 2013 assumes no seminar is held
7222 - Meeting Rooms	<b>\$0</b>	2014 assumes no room rental charged
7223 - Printing and Publicity	<b>\$0</b>	2014 assumes no cost of publicity
7224 - Speakers	<b>\$0</b>	2014 asssumes no speaker expenses
7220 - Safety-Other	<b>\$0</b>	2014 assumes no gift cards or door prizes
TOTAL 7220 - Safety	<b>\$0</b>	2014 budget assumes no seminar
7225 - Information Technology:		
7226 - Catering	<b>\$1,575</b>	2011 had 32, 2010 had 35, 2009 had 64, 2008 had 73. 2013 assumes cost of \$45 and attendance of 35.

**Wisconsin Water Association 2014 Budget Worksheet (Approved 10-11-13)**

<b>2014</b>		
<b>CATEGORY DESCRIPTION</b>	<b>Budget</b>	<b>Notes</b>
7227 - Meeting Rooms	<b>\$0</b>	2014 assumes no room rental charged
7228 - Printing and Publicity	<b>\$550</b>	2014 assumes similar mailing list as other seminars and not the 2009 use of entire listing of DNR certified operators
7229 - Speakers	<b>\$350</b>	2014 assumes only minimal travel expenses paid for speakers
7225 - Information Technology-Other	<b>\$100</b>	4 - \$25 Gift cards as a prizes
TOTAL 7225 - Information Technology	<b>\$2,575</b>	2014 budget assumes a seminar will be held
7230 - Utility Clerks/Cust Service Conference:		
7231 - Catering	<b>\$1,400</b>	2011 had 43, 2010 had 34, 2009 had 63, 2008 had 56. 2013 assumes expenses stay at \$40 and attendance of 35.
7232 - Meeting Rooms	<b>\$0</b>	2014 assumes no room rental is charged
7233 - Printing and Publicity	<b>\$550</b>	2014 assumes similar mailing list as other seminars
7234 - Speakers	<b>\$125</b>	2014 assumes only minimal travel expenses paid for speakers
7230 - Utility Clerks/Cust Service Conference-Other	<b>\$100</b>	4 - \$25 Gift cards as a prizes
TOTAL 7230 - Utility Clerks/Cust Service Conference	<b>\$2,175</b>	2014 budget assumes a seminar will be held
7235 - Distribution Conference:		
7236 - Catering	<b>\$0</b>	2011 had 58 with 6 exhibitors, 2010 had 100 with 6 exhibitors, 2009 had 109 with 4 exhibitors, and 2008 had 151 with 6 exhibitors. 2013 assumes the rate stays the same with Expo at \$0 and attendance of 70.
7237 - Meeting Rooms	<b>\$0</b>	2014 assumes no room rental is charged
7238 - Printing and Publicity	<b>\$550</b>	2014 assumes similar mailing list as other seminars
7239 - Speakers	<b>\$0</b>	2014 assumes no travel expenses paid for speakers
7235 - Distribution Conference-Other	<b>\$100</b>	4 - \$25 Gift cards as a prizes
TOTAL 7235 - Distribution Conference	<b>\$650</b>	2014 budget assumes 1 seminars will be held at Expo
7245 - Regulatory Affairs:		
7246 - Catering	<b>\$3,000</b>	Joint seminar. Income in 2010 to be handled by PSC, vs 2009 by WRWA, 2011 by WWA. 2012 assumes expenses handled by WRWA.
7247 - Meeting Rooms	<b>\$375</b>	Joint seminar. Income in 2010 to be handled by PSC, vs 2009 by WRWA, 2011 by WWA. 2012 assumes expenses handled by WRWA.
7248 - Printing and Publicity	<b>\$350</b>	2012 budget assumes WWA mails to its members like other seminars but will be reimbursed by WRWA as they are covering costs
7249 - Speakers	<b>\$0</b>	2012 budget assumes no expenses for speakers paid by WWA



**Wisconsin Water Association 2014 Budget Worksheet (Approved 10-11-13)**

<b>2014</b>		
<b>CATEGORY DESCRIPTION</b>	<b>Budget</b>	<b>Notes</b>
7265 - Specialty Conference - Eng & Construction		
7266 - Catering	<b>\$1,600</b>	2010 had 38, 2012 assumes cost of \$40 and assumes attendance of 40.
7267 - Meeting Rooms	<b>\$0</b>	2014 assumes no room rental is charged
7268 - Printing and Publicity	<b>\$550</b>	2014 assumes similar mailing list as other seminars
7269 - Speakers	<b>\$0</b>	2014 assumes no travel expenses paid for speakers
7265 - Specialty Conference-Other	<b>\$100</b>	4 - \$25 Gift cards as a prizes
TOTAL 7265 - Specialty Conference - Eng & Construction	<b>\$2,250</b>	2014 budget assumes a seminar will be held
TOTAL 7200 - Seminar Expenses	<b>\$17,079</b>	
7280 - Joint Expo - Expenses	<b>\$0</b>	Starting in 2009, wwa income in 4800, wwa expenses in accts 7280 and total net contribution to overhead split with Central States in acct 8600, Past years done differently. New method shows amount billed to Central states for their share of split and Jill's time in acct 8600 and should be close to the actual amount earned by WWA. In 2011 with new MOU, we should only see income at the end of the expo with the split from CSWEA.
7290 - WWA/WWOA Joint Seminar	<b>\$6,000</b>	Ann to check on status of seminar, income shown above
7300 - CLEAR Group Expense:	<b>\$1,000</b>	Flyers, mailers, lunch expenses added in 2012
7400 - WWA Scholarships (restricted 3100)	<b>\$3,000</b>	Funded out of restricted account 3100 in 2008, 2009 balance depends on fundraising in 2008 (actually had \$3,129 paid out \$2,250). Restricted into 2011 was actually \$4,432.75.
7410- WWWC contribution by wwa	<b>\$0</b>	In years past line item included \$2000. This was a match for the donation set aside for WWA for scholarships (account 5040)
7585 - Research Needs Picnic Expenses	<b>\$200</b>	Typically Abigail applies the income received at the event to the food bill reimbursement
8000 - Salaries and Benefits		
8010 - Gross Wages:		
8015 - Member Services Coordinator	<b>\$39,225</b>	Actual wage to be determined by executive committee at annual review in December.
TOTAL 8010 - Gross Wages	<b>\$39,225</b>	
8020 - Sec - Treas Honorarium:		
8021 - Treasurer Services	<b>\$2,500</b>	
8022 - Secretary Services	<b>\$2,500</b>	
8023 - Temporary Help Services	<b>\$0</b>	Able to use Lori Sweet, in 2013 consider budgeting or discussion with WWU about "hiring" Lori for the conference.



Wisconsin Water Association 2014 Budget Worksheet (Approved 10-11-13)

2014		
CATEGORY DESCRIPTION	Budget	Notes
8611 - Legislative updates from Boardman (starting in -12)	<b>\$7,000</b>	Estimate of what we expect based on information provided from proposal in 2011 and recent emails with Mary Cardona, August 2013 board meeting agreement
8615 - Liability Insurance (starting in -08)	<b>\$0</b>	2007 estimate was per Richard on 10/10/07, investigation in 3/08 resulted in no need for insurance
9000 - Other Expenses	<b>\$0</b>	In past years, this was the Webinar software/usage, line item set for 2010 and beyond
Uncategorized Expenses	<b>\$0</b>	
TOTAL 8300 - 9000 - Other Expenses	<b>\$11,111</b>	
<b>TOTAL EXPENSES</b>	<b>\$302,322</b>	
<b>TOTAL INCOME - EXPENSES</b>	<b>-\$80,162</b>	Requires significant dipping into WWA savings and using the CD to meet the Capital reserve requirements of the operations manual,

### **New WWA Website and what it means for you**

Mike Heyroth presented an update on the website. He pointed out there is a section on the website that helps new users navigate through. The old website was totally revamped at the direction of the Board. He pointed out the search box and the calendar with are on the left side of the screen. Joe will find out if WebEx can be linked to the website. There is also a spot for the newly updated members. If you are signed in there is a “my profile” section up on the right side of the screen where you can manage your information. Messages on the website – stay on the website – but will send an email out to the member letting them know they have a message waiting on the website. Industry updates section will be industry news – a little more “hard core” ideas, this would have links to DNR, PSC, Policy Watch, and other topics. Industry News is “filterable” using the pull down menu. This section can be expanded – just bring your ideas to Mike. The “Contact Us” button at the top will send information to Jill – she will work with Mike to get action taken. If you use the Contact Us, it will pre-fill in all of your contact information. Mike wants to have input from the users to keep the website active and updated. Jeff Ripp had Mike show the Water Efficiency committee page on the website and how new members need to be approved by the Chair and how committees can start blogs to share news and ideas. The Chair and Vice Chair have power on the website to accept members to the committee – this generates an email that goes out to all of the members on the committee to let them know there is a new member. Mike said that the website is intuitive – just start exploring.

### **AWWA and its significance to the section**

Nancy Sullivan joined us to present how we fit in with the Association. She is the liaison between the section and the Association. We are the grass roots connections for AWWA, we are often able to influence things faster and easier than AWWA as it can be a ‘big machine’. She encouraged us to bring or share ideas that we have with AWWA.

There is a new strategic plan; AWWA is an international organization, so when we say “The Association” we are talking about everyone. We are using “International” instead of National so we represent those members from Canada and Mexico.

AWWA is now talking about total water solutions; water and wastewater, so don't be shocked AWWA has been doing some of this wastewater stuff for years. The Board adopted the strategic plan; and more information will be available in January. There will be discussions with sections to make sure their mission, vision and goals align with AWWA. The conversation is coming out of the Special Presidential Panel 2 (SP2); how can we work together, how can we benefit each other, how can we communicate better, how can we educate – how can we streamline our branding. She thinks there will be information on how they use the member lists to refine the communications.

The Association holds all of the insurance for the section. If we are doing a special event, there is a separate insurance request for that. The insurance is baulking on skeet or clay shooting, curling, motorcycle rallies. The Association also indemnifies the Board of Trustees. The insurance does cover bowling and fun runs/walks.

There are two training events for sections; the RMSO and the Summer workshop. The RMSO in 2014 will be in April in Des Moines, Iowa. The Summer Workshop is in Denver in July. There are also monthly webinars that are offered; some are for section staff only but others are offered to all section leaders. These are often related to association management items such as exhibit hall management, 501(3)c , insurance, etc.

Paul asked a question of Ann relating to strategic plans; while our cycles for strategic planning do not align timing wise, there is no conflict, it leapfrogs and builds on the last strategic plan. Nancy thanked us all for our involvement in AWWA.

### **Inter-committee strategies**

How do we take the various committees and their focus and tie it together with the larger organization? For example, Customer Service, Distribution, and Management – they tie together as the Education. There is a membership bubble, an advocacy bubble, a communication bubble, all the 'bubbles' grouped together as the Wisconsin Water Association Members. How does WWA tie together with the AWWA Region III Sections? How do we take advantage of the RMSO and Nancy to capitalize on this? How does Region III tie with AWWA Committees/Councils? How to all these all ties together to the AWWA universe? The 'Universe of WWA' - we are interconnected and not living in our own individual silos.

HOPE – brainstorming session. See next few pages for a summary.

A very different idea of HOPE from the list..is there anything in this list that doesn't have relevance to what we are doing as an association? Ann would like to think no, that there isn't anything in this list that is irrelevant.

# THE ELEMENTS OF HOPE

- 1 Future
2. Change
3. Attitude
4. Reason
5. Solutions
6. Success
7. Faith
8. Planning
9. Determination
10. Stability
11. Wishing
12. Optimism
13. Children
14. Flexibility
15. Cure
16. Friendships
17. Love
18. Humor
19. Foundation
20. Compassion
21. Goals
22. Foresight
23. Long term

# MY HOPE FOR

# WWA IS...

## **COMMUNICATIONS**

... TO REMAIN A STRENGTH AS A RESOURCE, BROADEN MEMBERSHIP, CONVEY THE VALUE OF WATER, EVOLVE TO MEET CHANGING NEEDS, STAY ACTIVE IN DELIVERY OF WATER INFORMATION, AND DEVELOP CITIZEN APPRECIATION THROUGH COMMUNICATION, BOTH INTERNAL AND EXTERNAL.

## **ADVOCACY**

...TO SHOW THE VALUE OF CLEAN, SAFE WATER AND INFLUENCE RULESMAKING FOR THE MAINTENANCE AND IMPROVEMENT IN LEVEL OF SAFETY. RATHER THAN FOCUS ON POLICY MAKERS, EDUCATE ADVOCACY GROUPS TO ADDRESS WATER ISSUES.

## **EDUCATION**

...TO MEET THE MANY NEEDS OF OUR MEMBERSHIP BY PROVIDING COMMITTEE GUIDANCE; CONTINUING EXISTING SUCCESSES THROUGH NIMBLE COMMUNICATIONS. RECOGNIZING TRENDS FOR THE FUTURE; AVOIDING GOING STALE, AND BROADENING THE DEFINITION OF WATER.

## **MEMBERSHIP**

...TO FIGURE OUT HOW TO GET OUR MEMBERS MORE ENGAGED, WITH ¼ MEMBERS ACTIVELY INVOLVED, ¼ MEMBERS (OR 1/3) COMING TO AT LEAST ONE ACTIVITY, AND REMAINING MEMBERS CONSIDERING WWA A RESOURCE FOR SAFE DRINKING WATER INFORMATION AND SUPPORT; AS WELL AS TO SYNTHESIZE SUCCESSFUL COMMITTEE MODELS AND APPLY THEM TO OTHER COMMITTEES, ADAPTING AND ADJUSTING QUICKLY TO CHANGING CONDITIONS.

### Small group discussions

This is not a change in how we have always functioned. The liaisons for 2014 have been grouped into four non leadership “pods” or “groups”....Membership, Education, Communications, and Advocacy. Ann wants to explore working in these groups today by doing a small group exercise. In this exercise, take one answer to the “my hope for wwa is” and see how you can address that within the groups.

Focus on the target objective – meet member needs?  
 How can your groups interact?  
 How much communications do you want from WWA?  
 AWWA Resources?

<b>2014 TRUSTEE LIAISON ASSIGNMENTS</b>	
<b>LEADERSHIP</b>	
Ann	Pat
<ul style="list-style-type: none"> <li>• Nominating</li> <li>• Annual Conference Planning</li> </ul>	<ul style="list-style-type: none"> <li>• MAC</li> </ul>
<b>MEMBERSHIP</b>	
Tony	Kelly
<ul style="list-style-type: none"> <li>• Awards</li> <li>• YPS</li> </ul>	<ul style="list-style-type: none"> <li>• Membership</li> <li>• Small Systems</li> </ul>
<b>EDUCATION</b>	
Joe	Laura
<ul style="list-style-type: none"> <li>• CLEAR</li> <li>• Customer Service</li> <li>• Expo</li> </ul>	<ul style="list-style-type: none"> <li>• Management</li> <li>• Treatment Ops</li> <li>• Distribution</li> </ul>
<b>COMMUNICATIONS</b>	
Mike	Rob
<ul style="list-style-type: none"> <li>• Image &amp; PR</li> <li>• Newsletter</li> <li>• Youth Education</li> </ul>	<ul style="list-style-type: none"> <li>• IT&amp;Security</li> <li>• Research</li> </ul>
<b>ADVOCACY</b>	
Frank	Tom
<ul style="list-style-type: none"> <li>• Water Efficiency</li> <li>• Regulatory</li> </ul>	<ul style="list-style-type: none"> <li>• Engineering</li> <li>• Water for the World</li> </ul>

Common themes heard by Ann as she was circulating: keeping up with technology as ways of conveying our objectives, big picture discussions in the groups were happening, a lot of overlap on engagement, attracting members, staying in contact with our members, recognition that the playing field has changed from when WWA was originally created – it isn’t the same playing field – different generations and how they address things differently.

Interesting things that Nancy heard as she circulated: The willingness to have these conversations, the recognition of the interconnectedness between committees and to the larger organization, the willingness to take a risk to see what works, and the goal of connecting to our members.

Membership Bubble:

My hope for WWA is to provide the tools needed in this ever changing regulatory world....

My hope for WWA is to be a resource for all sized water utilities....

My hope for WWA is to engage members....

My hope for WWA is to have a healthy organization of 900 people with say 500 people that did one active thing a year, and had 150 people that are actually contributing to the organization.... Have ¼ of the members actively involved and another ¼ who are coming to one event per year. Do we focus on getting the participation and strength up without focusing on getting more members? The flip side is more members the more you have to pull from. Another suggestion was 1/3 be active, 1/3 becoming ready to be active, and 1/3 who are just members because they were told to be or they have to be.

Can the MAC model of succession planning be used or synthesized for Young Professionals or Small Systems? MAC committee wants 4 to 6 years before you can become vice chair or Chair. This provides the continuity and consistency which all committees would benefit from.

How do we learn to change quickly – can we take the ‘adaption to change’ that YPs and Membership has and incorporate those tools into the groups that are slow to change.

Focus on the target objective – meet member needs? Discussed Training and Education but through discussion it was determined that **Engagement** in the focus.

Next year membership wants to change their focus from top line (incoming) and bottom line (retaining) to getting more engagement. Use the website to track who is involved. Find those who are on the sidelines (why, can that be changed?). Find those that are just in neutral (why, can they be changed).

Survey monkey after the annual conference was successful. AWWA did a membership survey; the result was networking.

AWWA Resources? Can they provide us with information on what other section members want and need so we aren't reinventing the wheel...small systems? Can they continue to get us the notification that someone used the YP code...so YPs can reach out to them? Semi Annual or quarterly newsletters may need to be replaced with shorter quicker more timely blurbs of information on YPs.

The website has dramatically changes; how to we capitalize and utilize that tool in our committee activities? Use the blog and message functions to communicate, to network, to be engaged. Do we post links to articles to read? How do we used it like Pinterest to aid in networking and engagement?

How do we get small systems, despite how they may not embrace technology to use the website?

Invite new members to come to different committee meetings; use as a succession tool, find out where their interests lie?

Communication Bubble:

Feedback on their individual hope: to remain as a resource, convey the importance of drinking water to the public, how to broaden the members, how to increase activity of those members, advocacy, to evolve to change, stay active in the delivery of water and citizen appreciation.

Focus on the target objective – meet member needs? The common theme was internal and external communication.

Do we send a newsletter to certain people just to keep them informed? How many people are following Twitter that are not part of the membership or involved in the water industry. How do we reach the general public? As an organization at the state level we have the ability to provide tools not only to utilities but to the general public – the group decided our job is to provide information to the utilities and it is up to them to provide it to the general public.

From an Image & PR, how do you push the common interest and good stories?

Internally – share information and stories through the website and newsletter? How do you communicate with the general public? How do you do press release. Do we archive old newsletters on the website?

#### Advocacy Bubble:

Focus on the target objective – meet member needs? The groups really need to show the public, our members, and policy makers on the value of clean, safe water and to encourage rules making to maintain the safety and sustainable source, rather than focus on the policy makers, educate advocate groups to address water issues. How does water for the world enter into advocacy – how do we use that message of how we have water where some areas don't.

#### Education Bubble:

We hope that we meet the many needs of our membership, have a broader view of water, to have everything from small to large systems. We want the committees to be so active that they can tell us what we need to do their needs. WWA should keep doing the things that we are doing, but we need to be kayak and not a cargo ship. Be nimble on how we communicate, look at new ideas and new trends, don't get stale, don't always going everything the same.

Ann asked if we sensed any synergy among the groups...it is the liaisons job to keep the synergy discussions going and for the liaisons to bridge between the groups. She encourages quarterly discussions of the committees within the pods.

#### **2014 Conference Plans**

Pat presented an update on the upcoming annual conference. The annual conference is September 16-19 in La Crosse. The event was there in 1991, 2000, and 2005. It is a great venue, great restaurants, and beautiful time of the year. Mark Johnson, utility director is the host utility. He has already reached out to UW screaming Eagles band, and the Oktoberfest grounds that we may want to use it for mac. The city was a semi-finalist for the permanent host of the Conferences (Madison 2018 – 2020). It will be at the La Crosse center, right down town with three neighboring hotels. The golf outing will be on Tuesday. Day 1 is the opening session, exhibit hall, mac night. Day 2 will be a half day of exhibit and technical sessions. Day 3 would be half day of technical sessions.

Feedback from 2013 Conference Survey were reviewed by Pat. (1 – strongly agree, 5 strongly disagree)

- 1.7 – information provided meaningful and good in variety
- 1.7 - Presenters knowledgeable and professional
- 1.9 - Moderators kept sessions moving, audience engages
- 2.3 - Liked increase of use of panel discussions

- 1.4 - Like to see water museum
- 1.5 - Exhibit Hall easy to navigate
- 1.5 - Liked activities and competitions held
- 1.9 - MAC meet and greet and MAC night enjoyable

Anything that should definitely return for 2014 (from 2013 or previous conferences)?  
 Anything that should not return for technical program or exhibit hall (at least for 2014)?  
 Thoughts about a one-day only Exhibit Hall? Other ideas? Keynote address?

Call for Papers solicitation January 3, 2014  
 Call for Paper due end of the month 1/31/14  
 Abstracts forwarded to committees 2/3/14  
 First conference planning meeting on 2/4/14 at Expo  
 Committees to be responsible for a technical track at the 2014 Conference & review of abstracts  
 Recommendation of technical tracks to Pat on 3/21/14  
 Finalize technical program 4/14/14  
 MAC meeting at Rural Water to finalize MAC night.

Can abstracts we uploaded onto the website? Can they be check boxed or notes so that the correct committee sees them right away.

Pat wants the Chair/Vice Chair or a proxy to attend the Annual conference planning meeting at Expo.

**Wrap Up**

Ann pointed out the Board meeting schedule in the packets, and strongly encouraged the leadership to try to attend a meeting – please RSVP to Jill or Ann.

**Board meeting Schedule – All are welcome**

<b>WWA 2014 BOARD MEETINGS</b>		
<u>DATE</u>	<u>TIME</u>	<u>PLACE</u>
January 17**	9:00 AM	 webex
February 7**	9:00 AM	Madison Water Utility
March 7**	9:00 AM	 webex
April 11	9:00 AM	Milwaukee Waterworks
May 9	9:00 AM	 webex
June 6**	9:00 AM	Cudahy Library
July 11	9:00 AM	 webex
August 8	9:00 AM	Manitowoc Water Utility
September 12	9:00 AM	 webex
October 10	9:00 AM	Waukesha Water Utility
November 7**	9:00 AM	 webex
December 12	9:00 AM	American Center, Madison

\*\* Not second Friday of the month