2010 Annual NOWRA Business Meeting
Agenda – 2010 Business Meeting

• Membership list
• Meeting notice
• President’s report
• Sec./Treas. report
• Executive Director’s report

• VP report
• Other business
• Open discussion
• Adjournment
President’s Report

Tom Groves
2009-2010 Accomplishments

- Terminated agreement w/previous mgmt Co.
- Management support thru state affiliates from May 2009 thru May 2010 (WA and WI)
- Entered into 3-year agreement with WEF
- Hired a full time Executive Director
- Revised Business Benefit Program
- Continued participation in US EPA MOU Partnership
- Maintained emphasis on Affiliate support/relations
2009-2010 Accomplishments

• Published Onsite Journal in COLE’s Onsite Installer
  – BBP discount ads in COLE
• Monthly E-News communication
• REVISED Homeowner Education Folders
2009-2010 Accomplishments

• Education Programs:
  – 18\textsuperscript{th} Annual Technical Conference in Milwaukee, WI
  – 5\textsuperscript{th} Annual Installer Academy (Louisville, KY)
  – Roe-D-Hoe event at the Pumper Show
  – 19\textsuperscript{th} Annual Technical Conference in St. Louis, MO

• Water Softener Impacts Issue

• Began discussions on 2011 “Super-Conference” partnership w/NEHA and SORA
5th Annual Installer Academy and Roe-D-Hoe at the Pumper Show
5th Annual Installer Academy (IA)

- Held February 2010 in Louisville
- Prior to COLE’s Pumper Show
- Special education and training for Installers
- Training provided:
  - CIDWT Installer curriculum
  - Drip Dispersal
- Annual Roe-D-Hoe competition
- Roe-D-Hoe Trademark
5th Annual Installer Academy and Roe-D-Hoe at the Pumper Show
Secretary/Treasurers Report

Greg Graves
## Financial Update

### Income

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$45,846</td>
<td>$26,957</td>
<td>$5,682</td>
<td>$5,000</td>
<td>$11</td>
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<tr>
<td>BBP</td>
<td>114,000</td>
<td>99,000</td>
<td>61,500</td>
<td>26,100</td>
<td>33,500</td>
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<tr>
<td>State Dues</td>
<td>154,873</td>
<td>187,330</td>
<td>130,654</td>
<td>108,000</td>
<td>90,675</td>
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<tr>
<td>Convention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Exhibitor</td>
<td>115,475</td>
<td>71,728</td>
<td>36,305</td>
<td></td>
<td>22,420</td>
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<tr>
<td>Registration</td>
<td>158,136</td>
<td>116,722</td>
<td>45,433</td>
<td>70,000</td>
<td>23,031</td>
</tr>
<tr>
<td>Other</td>
<td>89,964</td>
<td>12,775</td>
<td>8,798</td>
<td></td>
<td>3,095</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$678,293</strong></td>
<td><strong>$514,511</strong></td>
<td><strong>$288,372</strong></td>
<td><strong>$209,100</strong></td>
<td><strong>$172,731</strong></td>
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### Expenses

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<tbody>
<tr>
<td>Administrative</td>
<td>$45,356</td>
<td>$32,852</td>
<td>$20,239</td>
<td>$17,750</td>
<td>$17,547</td>
</tr>
<tr>
<td>Mgmt Fees</td>
<td>234,375</td>
<td>215,339</td>
<td>89,157</td>
<td>114,000</td>
<td>42,121</td>
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<tr>
<td>Advertising</td>
<td>120,795</td>
<td>62,728</td>
<td>19,243</td>
<td>16,900</td>
<td>5,717</td>
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<tr>
<td>Conventions</td>
<td>268,113</td>
<td>177,621</td>
<td>84,228</td>
<td>50,050</td>
<td>15,085</td>
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<tr>
<td>Website</td>
<td>20,566</td>
<td>21,776</td>
<td>1,692</td>
<td></td>
<td>5,080</td>
</tr>
<tr>
<td>Other</td>
<td>(33)</td>
<td>-</td>
<td>4,379</td>
<td>1,240</td>
<td>171</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$689,172</strong></td>
<td><strong>$510,316</strong></td>
<td><strong>$218,938</strong></td>
<td><strong>$199,940</strong></td>
<td><strong>$85,721</strong></td>
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### Net Income

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<tbody>
<tr>
<td>Net Income</td>
<td>$(10,880)</td>
<td>$4,195</td>
<td>$69,434</td>
<td>$9,160</td>
<td>$87,011</td>
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### Financial Update

#### Assets

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</thead>
<tbody>
<tr>
<td>Cash/Checking</td>
<td>$36,157</td>
<td>$36,108</td>
<td>$19,482</td>
<td>$87,913</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>65,307</td>
<td>78,442</td>
<td>16,862</td>
<td>28,847</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>1,433</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>784</td>
<td>(216)</td>
<td>784</td>
<td>784</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$103,682</strong></td>
<td><strong>$114,335</strong></td>
<td><strong>$37,129</strong></td>
<td><strong>$117,545</strong></td>
</tr>
</tbody>
</table>

#### Liabilities & Equity

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<tr>
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</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$17,867</td>
<td>$52,365</td>
<td>$(290)</td>
<td>$(209)</td>
</tr>
<tr>
<td>Credit Card Debt</td>
<td>3,667</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other Current Liabilities</td>
<td>126,196</td>
<td>6,216</td>
<td>1,789</td>
<td>5,155</td>
</tr>
<tr>
<td>Unearned Dues Revenue</td>
<td>700</td>
<td>97,458</td>
<td>7,900</td>
<td>-</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$148,430</strong></td>
<td><strong>$156,039</strong></td>
<td><strong>$9,399</strong></td>
<td><strong>$4,946</strong></td>
</tr>
</tbody>
</table>

#### Equity

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<tr>
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</thead>
<tbody>
<tr>
<td>Fund Balance Prior Year</td>
<td>$(43,334)</td>
<td>$(46,330)</td>
<td>$(46,330)</td>
<td>$(45,031)</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>9,466</td>
<td>431</td>
<td>4,626</td>
<td>70,620</td>
</tr>
<tr>
<td>Net Income</td>
<td>(10,880)</td>
<td>4,195</td>
<td>69,434</td>
<td>87,011</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td><strong>$(44,748)</strong></td>
<td><strong>$(41,704)</strong></td>
<td><strong>$27,730</strong></td>
<td><strong>$112,600</strong></td>
</tr>
</tbody>
</table>

**Total Liabilities & Equity**

|                | **$103,682** | **$114,335** | **$37,129** | **$117,545**       |
Financial Update

Sept. 30, 2010 Income

- BBP: 53%
- Dues: 20%
- Exhibits: 14%
- Model Code: 13%
- Conf. Reg.: 0%

People Caring About Water

National Onsite Wastewater Recycling Association
2008 Expenses

- 9%: Advertising
- 13%: Travel
- 30%: Mgmt. Fees
- 43%: Website
- 2%: Conferences
- 2%: Admin

People Caring About Water

NOWRA
National Onsite Wastewater Recycling Association
Financial Update

Sept. 30, 2010 Expenses

- Advertising: 21%
- Travel: 18%
- Mgmt. Fees: 7%
- Website: 6%
- Conferences: 48%

People Caring About Water

NOWRA

National Onsite Wastewater Recycling Association
Financial Update

• 2010
  – NOWRA has strengthened its financial health, through:
    • Aggressive cost cutting
    • Termination of Management Company
    • Almost 100% volunteer driven
    • Thank you to volunteers, WOSSA & WOWRA
    • Thank you to WEF for support & free office space
    • Thank you to State Groups & BBP’s
  – All financial commitments are currently satisfied
The Rest of 2010

• Biggest issue moving forward is income
  – Need to keep States & BBP’s happy
  – Revenue generating ideas
    • Trade shows
    • Market study
    • Roe-D-Hoe
    • Model Code
    • Others?
  – We need your help!
Executive Directors Report

Eric Casey
Who is NOWRA?

• The largest U.S. organization devoted exclusively to supporting members of the onsite and decentralized industry

• Founded 1991

• Represent all segments of industry
  – Contractors
  – Service Providers
  – Designers & Engineers
  – Regulators
  – Academics
  – Manufacturers
NOWRA Members by Industry Category

[Bar chart showing the percentage of members by industry category]

- Other Interested Party: 25.00%
- Operator: 20.00%
- Soil Scientist: 15.00%
- Soil Manufacturer/Supplier: 10.00%
- Tank Manufacturer: 5.00%
- Site Evaluator: 5.00%
- Equipment Inspector: 5.00%
- Septic Supplier: 5.00%
- Other: 5.00%
- Consulting Engineer: 5.00%
- Government/Regulatory Official: 5.00%
- Pumping Inspector: 5.00%
- Vendor/Supplier: 5.00%
- Contractor: 5.00%
- Designer/System Designer: 5.00%
- Operation/Maintenance Service Provider: 5.00%
- Installer: 5.00%

People Caring About Water

NOWRA
National Onsite Wastewater Recycling Association
Who is NOWRA?

Other categories:

- Academic/Educator
- Builder/Developer
- Compliance Monitor
- Environmentalist
- Laboratory Services Provider
- Plumber

- Realty/Mortgage
- Service Provider
- Registered Sanitarian
- Regulator Researcher
- Student
- Waste Transporter
- Wholesale Distributor
Current Operations

• WEF agreement
  – Support for NOWRA’s operations
  – NOWRA maintains its independence
  – Located in Alexandria, VA

• Refocused on core constituencies
  – Affiliates
    • Monthly conferences with state leaders
    • Quarterly conferences with state executive directors
    • Participating in as many state events as possible
    • Looking to provide state with resources
  – Manufacturers
    • Providing industry data
    • Contractor Track and other speaking opportunities
    • WEFTEC support
What we do for members

– National representation
  • Only national organization with direct access to state and federal policy officials
  • Compliments and enhances value of local affiliates
  • Communication and collaboration with other national groups that affect our industry
  • Examples
    – EPA MOU partnership
    – WQA guidance on water softeners
    – 2011 Superconference w/NEHA, SORA
    – CBF
What we do for members (cont’d)

- Education & Training
  • Annual Conference
  • Installer Academy
- Research/technical guidelines
- Septic Locator
- Monthly newsletter
- Homeowner Folders
- Training programs – A to Z training
- Resource Library
Need to locate a septic product supplier, service provider or onsite wastewater professional in your area? Septiclocator.com is the perfect resource with over 5,000 preferred businesses and septic industry professionals.
Septic Locator

• Continues to be the best internet source for goods and services
• Free to NOWRA members
• It is also UPGRADEABLE if you want to make it more prominent
• Members should update their profile at least twice a year
• Improved marketing of SL in 2009
Resource Library

- Resources by state
- General resources
- NOWRA resources
- To come:
  - Manufacturer information
  - Local regulations
  - Other info as suggested by members
2010 BBP Members

Gold
Bio-Microbics, Inc.
Bord na Mona
Infiltrator Systems, Inc.
Presby Environmental, Inc.
Onsite Installer

Bronze
Advanced Drainage Systems, Inc
Gast Manufacturing, Inc.
Geoflow, Inc.
Norweco, Inc
Polylok
Waterloo Biofilter Systems, Inc.
2010 BBP Members (cont.)

Loyal Supporter

Arcan Enterprises
Clarus Environmental
Delta Pentair
Front Range Precast Concrete, Inc.
Netafim USA
Residential Sewage Treatment Co.
SJE Rhombus
Xerxes Corp.
Vice-President’s Report

Dick Otis
Board of Directors & Committees
The Governance of NOWRA

- The Board of Directors (16 Members)
  - Executive Committee (4 Appointed Officers)
    - President
    - Vice President/President Elect
    - Past President
    - Secretary-Treasurer
    - Executive Director (Non-Voting Staff)
  - Board Members (12 Elected Members)
Board Members

• At least two (2) representatives from each of 6 member sectors:
  – Designer / Engineer / Site Evaluator / Soil Scientist
  – Installer / Contractor
  – Supplier / Vendor
  – O&M / Service Provider
  – Regulator
  – Academic / Researcher
2009-2010 Board of Directors

- **Academic:** Randy Miles (MO)  
  Judith Sims (UT)
- **Engineer:** Rodney Ruskin (CA)  
  Craig Gilbertson (MN)
- **Installer:** Peter Balas (CA)
- **Service:** Tom Fritts (MO)
- **Regulator:** Ed Corriveau (PA)  
  Brent Reagor (MA/SC)
- **Supplier:** Mike Catanzaro (LA)  
  Doug Jatcko (CO),  
  Craig Jowett (CN)
NOWRA BOD Election

2010 BOARD OPENINGS:
(3-year term, Dec. 1, 2010 thru Nov. 30, 2013)

- Engineer – 1
- Installer – 1
- Service Provider - 1
- Supplier – 1
- Academic - 1

Election deadline is Oct 31
Ballots Available Here!
2009 - 2010

NOWRA Officers

Until Nov. 30, 2010

- President – Tom Groves (MA)
- Vice President – Dick Otis (WI)
- Secretary/Treas. – Greg Graves (OH)
- Past President – Jerry Stonebridge (WA)
2011-2012
NOWRA Officers

Dec 1, 2010 – Nov. 30, 2012

– President – Dick Otis (WI)
– Vice President – Tom Fritts (MO)
– Secretary/Treas. – Greg Graves (OH)
– Past President – Tom Groves (MA)
NOWRA’s Committees
NOWRA Committees

- **Technical Practices** - Allison Blodig (KS)
- **Education** - Sara Heger (MN) *(Stepping down Mar 2011)*
- **Reference Library** (Judy Sims)
- **Marketing & Communications** – *(Vacant)*
- **Governmental Relations** – *(Inactive)*
- **Model Code** - Tony Smithson (IL)
- **Finance** - Greg Graves (OH)
- **External Affairs** – Raymond Peat (KS)
- **Conference 2010** – Randy Miles/Janet Murray (MO)
- **2011 Super-Conference** – Craig Gilbertson (MN)
- **Affiliate Group Leaders** -  Ann Gryphan (WI)
Committee Activities

• Technical Practices
  – Development, review, monitoring of technical practices
    • Participated in WERF-Water Softener Forum
    • Quality Installation Checklist
    • Treatment Processes Fact Sheets
    • RME’s Roster
    • White Papers-Does your community need a sewer?
    • LEED Article for OSJ
    • Participated in re-write of Homeowner Folder (with Education Committee)

• Education Committee
  • Annual Conference
  • Installer Academy
  • Pumper Show
  • CIDWT Installers training, etc.
Committee Activities (con’t)

• **Conference Committee**
  – Annual Conference
  – Installer Academy
  – Pumper Show

• **Resource Library**
  – NOWRA Conference Papers
  – Links to State Regulations and Programs
  – NOWRA and Affiliate Newsletter Articles
  – Annual literature searches
  – Links to other resources
Committee Activities (con’t)

• Marketing/Communications
  – The “face” of NOWRA
  – Renewed emphasis on communication (e-News, breaking news blasts, announcements)

• Government Relations
  – Monitor federal and state policy changes (federal stimulus package)
  – Respond to state affiliate regulatory issues
  – Initiate Federal Government lobbying program
Committee Activities (con’t)

• **Model Code**
  – Soil component to code
  – Regional rules
  – Identify barriers to implementation at state level

• **Affiliate Leaders**
  – Increase Affiliate involvement and direct communication with NOWRA
Moving Forward
Future Goals and Activities

• Emphasis on partnerships & joint conferences
  – Super-Conference with NEHA and SORA
    June 2011, Columbus, OH

• Onsite & Decentralized Wastewater Lobbying Coalition

• Collaborations with WEF’s Small Community Committee

• Distance learning: webinars and online training

• Monthly column in COLE’s Onsite Installer
Future Goals and Activities

- State and local rule reform
  - Regional rules
  - Performance-based model code
  - Management and monitoring tools

- Redesign of Onsite Journal publication and delivery

- Increased member and Press Release communication - Newly implemented e-News Newsletter

- Review of current revenue model and move towards less dues-dependent funding structure
LEARN MORE ABOUT OUR INDUSTRY!

• Join a Committee!
• Make new friends!
• Have some fun!
• Make a Difference!

www.nowra.org
Other Business
Open Discussion
NOWRA

For More Information

www.nowra.org

National Onsite Wastewater Recycling Association
601 Wythe Street
Alexandria, VA 22314
800.966.2942