2011 Annual NOWRA Business Meeting
Agenda – 2011 Business Meeting

• President’s report
• Sec./Treas. report
• Executive Director’s report
• VP report

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

Dick Otis

People Caring About Water

National Onsite Wastewater Recycling Association
Welcome to the 1st Onsite Wastewater Systems Summit!
2010-2011 Accomplishments
2010-2011 Accomplishments

• Well into the first year of a 3-year agreement with WEF
• Hired **Eric Casey** as a full time Executive Director
ESTABLISHING PARTNERSHIPS

- Invited NAWT & SORA to participate with NOWRA’s lobbying activities
- Active participant in EPA MOU
- Water softener study with WQA and WERF
ESTABLISHING PARTNERSHIPS (con’t)

- Partnership with NESC, WERF, and Wastewater Education to demonstrate benefits to decentralized applications
- Promotion of National Groundwater Association’s Groundwater Awareness Week
- Co-sponsor of WEF’s Disinfection Conference
- Cooperating with COLE Publishing in training and the Roe-D-Hoe competition
2010-2011 Accomplishments (con’t)

- Onsite/Decentralized Wastewater Lobbying Coalition
- Collaboration with WEF’s Small Communities Committee
  - Teaming to develop fact sheets and include more training in WEF’s regional workshops
  - Preparing a decentralized management workshop proposal for 2012 WEFTEC
2011-2011 Initiatives

• Education and Training
  – A to Z and CIOWT training
  – Distance learning: webinars and online

• Monthly column in Onsite Installer

• Increased communication and press releases:
  – e-News
  – Onsite Journal
National Onsite Wastewater Recycling Association

Leaders for Decentralized Systems

Business Benefit Program 2011

Smart Promotional Opportunities for NOWRA Business Members

The Changing World of Wastewater Treatment
2011-2012 Initiatives (con’t)

- Wells Fargo equipment financing discount
- Resource Library
- Dues Task Force
- New association software and website
- Creating new revenue streams
  - Training (A to Z, CIOWTs, online)
  - Enhanced Septic Locator listings
Making a Difference

Illustrations from “A Creative Combination: Merging Alternative Wastewater Treatment with Smart Growth”, by Joubert, Loomis, Dow, Gold, Brennan, Jobin & Flinker. Published by University of Rhode Island, 2005.
NOWRA’s Model Framework for Unsewered Wastewater Infrastructure

1. **Performance requirements** that protect human health and water resources
2. **System maintenance** to sustain performance within established goals
3. **Compliance monitoring and enforcement** to ensure performance is sustained
4. **Technical guidelines** for system design, construction and operation
5. **Education and training** for practitioners, regulators and owners
6. **Certification and licensing** to maintain standards of competence and conduct
7. **Management program reviews** to identify shortcomings and necessary corrections
A New Relationship with Water

- Total hydrologic water and mass balance in which all water (drinking water, stormwater, wastewater) are managed in a closed loop
- “Engineered ecology” approach

*The Fifth Paradigm*

*“Cities of the Future” Novotny & Brown, 2007*
Secretary/Treasurers Report

Greg Graves
## Financial Update

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<td><strong>Income</strong></td>
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<tr>
<td>Advertising</td>
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<td>$ 26,957</td>
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<td>BBP</td>
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<td>State Dues</td>
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<td>Exhibitor</td>
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<td>Registration</td>
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<td>116,722</td>
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<td>12,775</td>
<td>8,798</td>
<td>3,146</td>
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<td><strong>Total Income</strong></td>
<td>$ 678,293</td>
<td>$ 514,511</td>
<td>$ 288,372</td>
<td>$ 172,976</td>
<td>$ 139,890</td>
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<td><strong>Expenses</strong></td>
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<td>Administrative</td>
<td>$ 45,356</td>
<td>$ 32,852</td>
<td>$ 20,239</td>
<td>$ 37,339</td>
<td>$ 21,902</td>
<td>$ 12,681</td>
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<td>Mgmt Fees/Salaries</td>
<td>234,375</td>
<td>215,339</td>
<td>89,157</td>
<td>72,928</td>
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<td>Advertising</td>
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<td>Conventions</td>
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<td>Website</td>
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<td>21,776</td>
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<td>Other</td>
<td>(33)</td>
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<td>4,379</td>
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<td><strong>Total Expenses</strong></td>
<td>$ 689,172</td>
<td>$ 510,316</td>
<td>$ 218,938</td>
<td>$ 172,951</td>
<td>$ 39,291</td>
<td>$ 77,957</td>
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<td><strong>Net Income</strong></td>
<td>$ (10,880)</td>
<td>$ 4,195</td>
<td>$ 69,434</td>
<td>$ 25</td>
<td>$ 100,599</td>
<td>$ 63,284</td>
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Financial Update

• 2011
  – NOWRA currently has $77K in the bank
  – We are slightly ahead of last year in income, but also in expenses
  – We need to target increasing income
  – Expenses must be watched closely
  – How can we keep and get back State Affiliate groups
The Rest of 2011

• 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!
Vice-President’s Report

Tom Fritts
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
2010-2011 Board of Directors

• Academic: Randy Miles (MO) *
  Robert Rubin (NC)

• Engineer: Michael Hines (TN)
  Craig Gilbertson (MN)*

• Installer: Eugene Bassett (NM)

• Service: Eric Larson (MN)
  Tony Birrittieri (WI)*

• Regulator: Ed Corriveau (PA)*
  Brent Reagor (MA/SC)

• Supplier: Mike Catanzaro (LA)*
  Doug Jatcko (CO)
  Robert Mayer (VA)

* term expires in 2011
NOWRA BOD Election

2011 BOARD OPENINGS:
(3-year term, Dec. 1, 2011 thru Nov. 30, 2014)

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

Elections to run from Sept 1 – Oct 31
Nominations open shortly!
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 & Task Forces

Committees:
- **Technical Practices** - Allison Blodig (KS)
- **Education** – Bob Rubin (NC)
- **Mktg, Membership & Comm.** – Jennifer Cisneros (KS)
- **Governmental Relations** – Kevin Jehl (OH)
- **Model Code** - Tony Smithson (IL)
- **External Affairs** – Raymond Peat (KS)
- **Conference** – Craig Gilbertson (MN)/Brent Reagor (SC)
- **Affiliate Group Leaders** - Patrick Martyn (MN)

Task Forces:
- **Due Restructuring** – Tom Groves
- **Website/Database** – Bob Mayer
Committee Activities

• **Technical Practices**
  – Development, review, monitoring of technical practices
    • Participation in Water Quality Association research effort on water softener impact on septic tanks
    • Quality Installation Checklist
    • Restaurant Do’s and Don’ts
    • Adding technical content to NOWRA’s Resource Library
Committee Activities (con’t)

• Education
  • NOWRA Training
    – A to Z course
    – CIOWTS course
    – Pumper Show
  • Distance Learning Platform
    – Turnkey platform for education & training
    – Potential to be valuable tool for affiliate training and public outreach
  • Installer Academy
    – Reviewing options for 2012 Installer Academy
  • Position papers
    – Proper siting of onsite systems
    – Wastewater infrastructure
    – High strength wastewater
Committee Activities (con’t)

• Marketing/Communications
  – The “face” of NOWRA
  – Roe-D-Hoe
    • 2012 Pumper Show In Indianapolis
    • Working with state affiliates to help them host their own event
  – Onsite Jeopardy
  – Membership promotion
  – Graphic and design support
  – Need additional volunteers
  – Onsite Journal re-introduction
Committee Activities (con’t)

• **Government Relations**
  – Outreach to policy-makers and other stakeholders on benefits of onsite/decentralized infrastructure solutions
  – Provide support where appropriate on state issues
  – Initiate Federal Government lobbying program

• **Model Code**
  – Exploring ways to make this useful to the industry
  – Held initial meeting in May. Future meetings planned
Committee Activities (con’t)

• Conference Committee
  – Develops educational content and format for NOWRA Educational events
    • Annual Conference
    • Installer Academy

• Affiliate Leaders
  – Increase Affiliate involvement and direct communication with NOWRA
LEARN MORE ABOUT OUR INDUSTRY!

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

www.nowra.org
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

People Caring About Water
Map of NOWRA Affiliate States

- COWRA (Carolinas)
- CPOW (Colorado)
- DOWRA (Delaware)
- IOWWA (Iowa)
- KSFA (Kansas)
- MOWPA (Maryland)
- MOWRA (Michigan)
- MnOWA (Minnesota)
- MSO (Missouri)
- POWRA-NM (New Mexico)
- POWRA (Pennsylvania)
- VOWRA (Virginia)
- WOWRA (Wisconsin)
- WPCA (Wisconsin)
2011 BBP Members

Gold
Bio-Microbics, Inc.
Infiltrator Systems, Inc.
Presby Environmental, Inc
Onsite Installer
RID-X®

Silver
Advanced Drainage Systems, Inc
Anua (Bord na Mona)
Norweco, Inc
Polylok
Salcor
Wieser Concrete

Bronze
Geoflow

Loyal Supporter
Arcan
Clarus Environmental
Jet, Inc.
Netafim USA
Residential Sewage Treatment
SJE-Rhombus

People Caring About Water
Headquarters Activities

• WEF relationship
  – Support for NOWRA’s operations
  – NOWRA maintains its independence
  – Collaboration on issues of mutual interest
    • Disinfection Conference
    • WEFTEC
    • Small Communities Committee
Affiliate Support

– Affiliate Support Activities
  • Monthly conferences with state leaders
  • Representation at state events
  • D&O Insurance for affiliate officers
  • WEF Leadership Training
  • Involvement/support of local issues
  • Newsletter support
  • Dues restructuring

– Future
  • Distance learning platform
  • Newsletter content services
What do we do for members?

– National representation
  • Only national organization with direct access to state and federal policy officials
    – Complements/enhances value of local affiliates
    – Communication and collaboration with other national groups that affect our industry
  • Education & training
  • Monthly NOWRA E-News
  • Resource Library
  • Homeowner Folders
What do we do for members?

- Septic Locator
- Continues to be the best internet source for goods and services
- Free to NOWRA members
- Members should update their profile at least twice a year
What do we do for members?

- NEW! Equipment Financing
- In development
  - Liability insurance for contractors
  - New website/database
    - More opportunities to connect with other members
    - Easier e-commerce
    - Real-time Septic Locator updates
    - Better member communication
Making a difference in Washington

National wastewater infrastructure

75% Central sewer

25% Onsite/Decentralized
Making a difference in Washington

• SRF Funding – Is this fair?

• Central sewers

Onsite/decentralized systems
Making a difference in Washington

• Lobbying Effort
  – We have a terrific story to tell
    • Green, clean, and cost-effective
  – Deck is stacked in favor of central sewer
  – Nothing will change unless we carry our story to decision-makers in Congress, EPA and other agencies
  – NOWRA is working to build a coalition of industry players
    • Manufacturers
    • Other onsite organizations
    • Individual members (grassroots)
    • Partners outside our industry
Making a difference in Washington

• Lobbying Effort
  – Desired Outcome: increased federal funding for:
    • System remediation
    • Practitioner training/professional development
    • Expand onsite/decentralized wastewater infrastructure across US
    • Facilitate technology transfer
    • Increase public awareness and education
    • Encourage better disposition/reuse of biosolid waste
Headquarters Activities (cont’d)

• Lobbying Effort
  – Two-year initial campaign
  – $150,000
  – Steering committee to define goals/strategies
  – Engage DC lobbyist
  – Communications/PR with stakeholders

With your support, we can begin to change this unfair inequity in federal funding.
Other Business
Open Discussion
NOWRA

For More Information

www.nowra.org

National Onsite Wastewater Recycling Association
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Alexandria, VA 22314
800.966.2942