

HOOOSIER PIPELINE

WINTER/SPRING2017



The official publication of the Alliance of Indiana Rural Water



ALLIANCE
OF **INDIANA**
RURAL WATER

SPRING
CONFERENCE
2017 March 15 & 16
French Lick, Indiana

Alliance of Indiana Rural Water
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INSIDE: FALL CONFERENCE RECAP | LEADERSHIP SUMMIT | PUBLIC RELATIONS

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The water and wastewater industries have changed and evolved in so many ways over the past twenty years and just keeping up has been a monumental task for utilities and their staff.

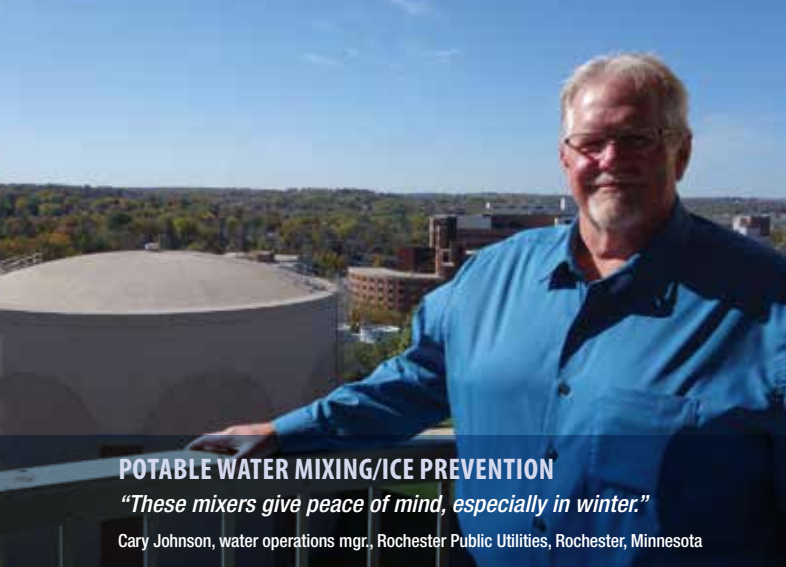
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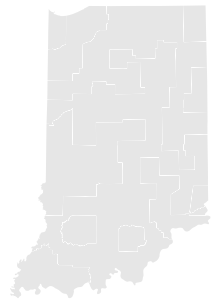


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The official publication of the Alliance of Indiana Rural Water

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A large, yellow, curved propeller is mounted on a grey metal motor and frame. The propeller has three blades, each with a curved, aerodynamic shape. The motor is a cylindrical unit with various electrical connections and a control panel on top. The entire assembly is mounted on a sturdy metal frame with a tripod-like base.

LET'S MIX PERFORMANCE WITH ADJUSTABILITY AND MAXIMUM EFFICIENCY.

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Tim Frederick
Alliance Board President

Outstanding Member Services and Benefits for You!

I am excited to see the Alliance grow because of water and wastewater plant operators, distribution and collection system operators, administrative staffs, managers, and board members like you who have chosen to become a part of the Alliance of Indiana Rural Water!

The Alliance offers a number of member services and benefits for your utility that I will list later. Before that, I would like to highlight a couple of these benefits.

First, the Scholarship Program has grown from awarding one scholarship per year to FOUR scholarships. These scholarships are only available to dependent children of voting members of the Alliance of Indiana Rural Water.

Gun Club, 5112 W 500 N, McCordsville, IN 46055, followed by the Golf Outing at Winding Ridge Golf Course, 5450 Bogey Drive, Indianapolis IN 46235. Shotguns and ammunition are provided, but you can bring your favorite shotgun. Please consider supporting the Annual Scholarship Clay Shoot and Golf Outing in some manner.

Secondly, through the NRWA ServLine Residential Service Line and Leak Adjustment Program, the Alliance offers an insurance program that covers water loss with no deductible. This program protects the utility and the customer from financial loss, while providing resources for repairs or replacement of the customer's

wouldn't they want to have peace of mind for their water and wastewater system? Contact Kelly Strain at the Alliance office for more help.

Could your system use an expert operator to help track down problems or potential savings? Calling the Alliance for a safety net of experienced technicians providing effective solutions is especially helpful if you are on a tight budget. Don't spend money you don't have. The Alliance of Indiana Rural Water offers **FREE** training and **FREE** technical assistance.

Complimentary services include the following:

- Leak Locates/Water Audits
- Line Locates
- Lab Assistance/Plant Troubleshooting
- Emergency Response Plans & Vulnerability Assessments
- Consumer Confidence Reports
- Source Water Protection Plans
- Board Training
- Industry News
- Legislative Support
- NRWA Affinity Programs
- Scholarship Program
- Fleet Vehicle Discount Purchase Plan

We also offer these for-fee services:

- Short Term Operator or Managerial Contracts
- Safety Program/Training
- GPS Locating
- Standard Operating Procedures
- Preventative Maintenance Programs
- Customized Onsite Continuing Education Training

Have a safe and worry free year at your water and wastewater utility! ★

“Don't spend money you don't have. The Alliance of Indiana Rural Water offers **FREE training and **FREE** technical assistance.”**

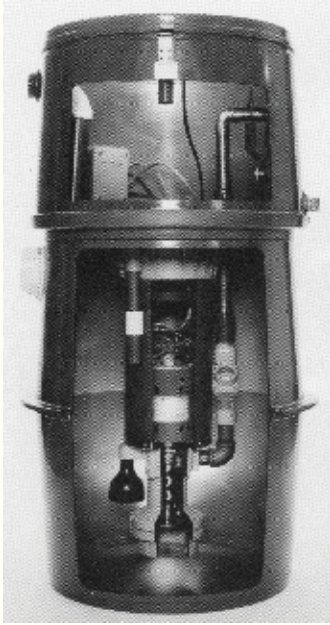
The Scholarship Program is funded by the Annual Scholarship Golf Outing, with the addition of the Clay Shoot in 2016. Financial support of the Annual Scholarship Clay Shoot and Golf Outing is in the form of sponsorships and registrations from members and associate members like you, who participate in this fun-filled event. Mark your calendar for September 14, 2017. The Clay Shoot will be held at Kingen

defective water or sewer line. ServLine is a full service program backed by Hanover Insurance Company. While some warranty programs only cover the water and sewer line repairs without providing leak adjustment costs for the utility and the customer, ServLine provides much more.

ServLine offers customized coverage at the local utility level. Not all of your customers need to participate, but why

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Connie Stevens
Executive Director

We Have a Plan! Water/Wastewater Apprenticeship Program

As you know, the Alliance of Indiana Rural Water is an affiliate of the National Rural Water Association (NRWA) and after years of talking about this need, NRWA and their State Associations are excited to get the Water/Wastewater mentorship program “off the ground.” Early in 2016, NRWA and the Alliance sent out a survey to our membership, asking if your utility would be interested in a Water/Wastewater Mentorship program. **Indiana had one of the highest response rates to this survey!**

“The apprenticeship program will ensure we have the skilled and educated workforce we need well into the future.”

On November 14, 2016, NRWA announced the creation of the NRWA Workforce Advancement Center. The center, with the collaboration of the state associations, will develop the *WaterPro Apprenticeship Program*, a nationally recognized standard that will be registered with the US Department of Labor.

“The NRWA Workforce Advancement Center will ensure a well-trained and capable water sector workforce to meet the increasing demands of the water industry,” said NRWA CEO Sam Wade. “Advancements in water treatment and supply technology have increased the skills and training needed to protect

public health and the environment. The apprenticeship program will ensure we have the skilled and educated workforce we need well into the future.”

In addition to increasing professional demands, utilities will soon be forced to replace many of their most experienced employees. Between 2010 and 2020, the water and wastewater sector is expected to lose between 30 and 50% of the workforce to retirement. Many of these employees have worked at the same utility for the majority of

their careers, and they will depart with decades of valuable institutional knowledge. As the infamous George Jones used to sing, “Who’s gonna fill their shoes?”

NRWA and State Affiliates currently provide training on operator certification, financial sustainability, environmental compliance, utility management and governance to 80,000 water professionals annually in all 50 states. Last year, over 55,000 onsite consultations were delivered by NRWA’s technical experts (like our field staff) for water quality, energy efficiency, source water protection, technical assistance and emergency response.

The WaterPro Apprenticeship program will initially be tailored to water system operations specialists, wastewater system operations specialists, and water utility system customer service personnel.

2017 Agenda for NRWA Workforce Advancement Center

1. Design registered apprenticeship standards for water workforce (by Spring 2017).
2. Register new apprenticeship program with the US Department of Labor’s Office of Apprenticeship (Summer).
3. Promote the new Water Workforce programs through marketing and technical assistance (Fall).
4. Begin “earn and learn” Water Workforce Registered Apprenticeship program; enroll initial apprentices and employers (Winter).
5. Administer the program nationally by managing apprentices, employers, training, mentors, certificates of completion, etc. (Winter).
6. Assure that all participants are provided high quality training, education and professional opportunities (long term).

The NRWA Workforce Advancement Center will also work to develop career pathways into the water and wastewater sector for high school students, establish industry training certifications, connect workers with employers through a career center network, and serve as an online clearinghouse for resources.

Yes! We have a plan. Would you like for your utility to be a partner in this plan? Contact me for more details! ★

2016 FALL CONFERENCE *Recap*

This year's Fall Conference was at the beautiful Grand Wayne Convention Center in Fort Wayne. The conference was attended by over 360 people, representing 111 different utilities, and 62 different vendor companies. Once again, well over 50% of those people downloaded our conference mobile app!

We offered 10 technical contact hours for water and wastewater and even managed to have lots of fun! From the 'pre-conference' dinner to the J. Taylors' performance and our Sportsman's Raffle – this conference was truly an event experience like none other! Thank you to everyone who attended, spoke, displayed and sponsored!

Our Sportsman's Raffle was a hit again with the grand prize of a \$2,500 Weber Grill going to Carl Sayers of

Rensselaer. Some of the other great prizes included a pair of Colts' tickets, a three-speed cruiser bicycle, electric smoker, and many more. Thank you to everyone who purchased tickets, and those who pooled for the larger prize: BBC Pump & Equipment Co., Inc., Blue River Technologies, Eco Infrastructure Solutions, Engineering Resources, Inc., Ford Meter Box Company, Inc., Gripp, Inc., GRW Engineers, Inc., Hurst Technical Services, London Witte Group, LLC., M.E. Simpson Co., Inc., Midwest Meter, Inc., Ortman Drilling & Water Services, Peerless-Midwest, Inc., Seiler Instrument Company, SpanSet USA, United Systems & Software, Inc., Utility Supply Company, Water Solutions Unlimited, Xylem Water / Dewater Solutions.

Also, a very special thanks to our Raffle Committee: Mike Ricks, Water

Solutions Unlimited; Dan Wright, FPBH Inc.; and Phil Bonneau, Ortman Drilling & Water Services, Inc.

Wednesday's luncheon featured Keynote Speaker, Senator Ed Charbonneau along with our annual water taste test contest. Congratulations to Farmland Municipal Water Works! They were awarded the 2016 Best Tasting Water in Indiana. A representative from Farmland will travel (all expenses paid) to Washington, DC in February to compete in the Great American Water Taste Test competition and meet with Indiana's delegation.

On Thursday morning during our hot breakfast buffet and annual meeting we raffled off a Kindle Fire HD, and lastly before everyone went off to their last class of the day we raffled off a shotgun to proud winner Bob Gray from Churubusco Water & Wastewater Department. ★







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Our concern for the environment is more than just talk

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

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

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

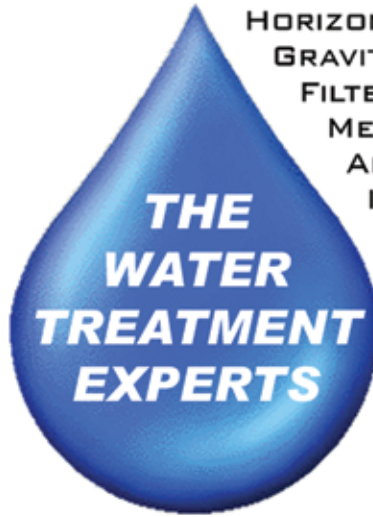
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Challenge convention: visit hydro-int.com/microscreen or search **hydro microscreen** online.



Alliance of Indiana Rural Water

AWARD NOMINATIONS

Do you know someone who is doing a great job? Goes above and beyond the call of duty? Has your water system achieved excellence this year - or has overcome some amazing challenges?

Give recognition where it is due by completing our Awards Nomination Form. Awards will be presented at the Awards Luncheon at the Spring Conference – March 15, 2017. **Application deadline is February 13, 2017.** Eligible nominees must be affiliated with a system member in good standing.

WE ARE ACCEPTING NOMINATIONS FOR THE FOLLOWING CATEGORIES:

MANAGER OF THE YEAR: Recognition for an office manager, distribution system manager, water treatment plant manager, wastewater treatment plant manager, etc., for outstanding performance of a rural water/wastewater system.

ADMINISTRATIVE PROFESSIONAL OF THE YEAR: Recognition for an administrative employee of a rural water/wastewater system for outstanding performance in office management and procedures.

WATER SYSTEM OPERATIONS SPECIALIST OF THE YEAR: Recognition for a State of Indiana Certified Operator who is actively working for a rural water system and has demonstrated outstanding leadership ability/accomplishments in drinking water.

WASTEWATER SYSTEM OPERATIONS SPECIALIST OF THE YEAR: Recognition for a State of Indiana Certified Operator who is actively working for a rural wastewater system and has demonstrated outstanding leadership ability/accomplishments in wastewater treatment.

PRESIDENT'S CHOICE AWARD: Recognition for outstanding performance – can be awarded to any individual, agency, vendor or vendor employee, AIRW staff or board member.

STEWARD OF THE ENVIRONMENT AWARD: This award honors the work of individuals who demonstrate leadership abilities in the water/wastewater field. Indiana wants to recognize exceptional rural water/wastewater advocates that stand out from the pack because: of their commitment to rural water issues and or their passion for the job. ★



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2017 AWARD NOMINATION FORM



Recognizing the outstanding contributions of rural water & wastewater professionals is one of the highlights of the Alliance's Annual Spring Conference.

Each year the Alliance of Indiana Rural Water presents awards in recognition of outstanding performance.

Award winners in each category will be honored on Wednesday, March 15 during the Awards Luncheon. Please take advantage of this chance to recognize someone for a job well done!

To assist the Alliance Awards Committee in selecting deserving individuals, please fill out the form below; attach additional pages if necessary. **Nominations must be received by February 13, 2017.**

Please select one:

- Water System Operations Specialist of the Year**
- Wastewater System Operations Specialist of the Year**
- President's Choice Award**
- Manager of the Year**
- Administrative Professional of the Year**
- Steward of the Environment Award**

Nominee's Name: _____

Job Title: _____ Shirt Size (circle one): S M L XL 2XL 3XL

System Name: _____

Nominator: _____

Telephone Number of Nominator: _____

1. How long has nominee been employed with system?
2. What are the responsibilities of the nominee in his/her current position?
3. What is/are your primary reason(s) for nominating him/her for this award?
4. Please indicate what type of training the nominee has received:
5. Please list awards or certificates the nominee has received:
6. What contributions has the nominee made to the improvement of his/her system?
8. Will the nominee be attending the conference? Yes No

One award in each category will be presented. You may nominate one person in each of the six categories. (Please copy this form and submit one for each person you wish to nominate.)

Mail to: Alliance of Indiana Rural Water, P.O. Box 789, Franklin, IN 46131
Fax: 317-736-6676 · Email: alliance@inh2o.org

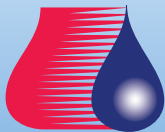
Nominations MUST be received by February 13, 2017 to be considered.

*The Alliance reserves the right to publish names and photos of all awards winners in future publications.

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SPRING CONFERENCE 2017

March 15 & 16
French Lick, Indiana

Dear Attendee:

Please join us for our **2017 Annual Spring Conference** at the **French Lick Resort** in **French Lick, Indiana** on **March 15 & 16**.

Here's what you can expect this year:

-  A fun gathering on Tuesday evening including dinner and drinks.
-  Earn up to **10 Water and Wastewater Contact Hours** and receive a **Conference T-Shirt!**
-  An Exhibit Hall filled with exhibitors — where you can see all the **new products** related to our industry and hear about new and exciting **services offered to utility professionals**.
-  Don't miss our **Utility Administration Track** - available for utility boards, managers, councils, clerk treasurers and office personnel on both days!
-  An **Awards Luncheon** on Wednesday honors the best in the industry. If you know of someone who deserves recognition, please contact us for the nomination form or visit our website.
-  Wednesday night's Reception in the Exhibit hall offers games, delicious drinks and food. Later be sure to join us for a **Bowling and Pizza Hospitality Event** second to none!
-  The **Sportsman's Raffle Grand Prize** is valued at over \$2,500 **and will be announced later**. Also, many numerous other prizes will be up for raffle.
-  A chance to win a **free trip for two to the NRWA Water Pro Conference** in Reno, Nevada. Sponsored by Covalen & Midwestern Engineers
-  **French Lick Resort** is packed with exciting and entertaining things to do during your down time, including: a casino, spa, winery, indoor pool (open from 6 a.m. until midnight), golf courses, stables and tennis. The Big Splash Adventure Indoor Waterpark is about a minute away and offers a year-round tropical adventure for the entire family!

So, don't put off making plans to attend the Alliance of Indiana Rural Water's 2017 Spring Conference. **On-line registration is now available at www.inh2o.org.**

We sincerely look forward to seeing you in French Lick!



SPRING CONFERENCE 2017

March 15 & 16
French Lick, Indiana

Technical Sessions

What follows is a tentative list of topics and invited speakers.

5 TOTAL CONTACT HOURS WEDNESDAY

5 TOTAL CONTACT HOURS THURSDAY

AGENDA AT A GLANCE

TUESDAY, MARCH 14, 2017

NOON BOARD OF DIRECTORS MEETING

TO 3:00 P.M. **EARLY REGISTRATION/**
8:00 P.M. **ATTENDEE PACKET PICK-UP**

TO 6:00 P.M. **PRE-CONFERENCE HOSPITALITY EVENT**
8:00 P.M. **(FUN, FOOD & DRINKS)**

WEDNESDAY, MARCH 15, 2017

TO 7:00 A.M. **REGISTRATION DESK OPEN**
5:30 P.M. **IN LOBBY**

7:45 A.M. **CONFERENCE KICK-OFF**
COFFEE AND DOUGHNUTS

TO 8:00 A.M. **CONCURRENT TRAINING SESSIONS**
9:00 A.M.

TO 9:00 A.M. **BREAK - FOYER**
9:15 A.M.

TO 9:15 A.M. **CONCURRENT TRAINING SESSIONS**
10:15 A.M.

TO 10:15 A.M. **EXHIBIT HALL GRAND OPENING**
10:45 A.M.

TO 10:45 A.M. **CONCURRENT TRAINING SESSIONS**
11:45 A.M.

TO 11:45 A.M. **AWARDS LUNCHEON**
1:15 P.M.

TO 1:15 P.M. **CONCURRENT TRAINING SESSIONS**
2:15 P.M.

TO 2:15 P.M. **BREAK IN EXHIBIT HALL**
2:45 P.M.

TO 2:45 P.M. **CONCURRENT TRAINING SESSIONS**
3:45 P.M.

TO 3:45 P.M. **RECEPTION IN EXHIBIT HALL**
5:15 P.M. **FUN, FOOD, DRINKS & SPORTSMAN'S RAFFLE!**

TO 8:00 P.M. **HOSPITALITY BOWLING EVENT**
10:00 P.M. **(BOWLING, PIZZA & DRINKS)**

THURSDAY, MARCH 16, 2017

TO 7:00 A.M. **REGISTRATION DESK OPEN**
3:00 P.M. **IN LOBBY**

TO 7:00 A.M. **HOT BREAKFAST IN EXHIBIT HALL**
8:30 A.M.

8:00 A.M. **OPENING REMARKS**
WIN A KINDLE FIRE!

TO 8:30 A.M. **CONCURRENT TRAINING SESSIONS**
9:30 A.M.

TO 9:30 A.M. **BREAK IN EXHIBIT HALL**
10:00 A.M.

TO 10:00 A.M. **CONCURRENT TRAINING SESSIONS**
11:00 A.M.

TO 11:00 A.M. **BREAK IN EXHIBIT HALL**
11:15 A.M.

TO 11:15 A.M. **CONCURRENT TRAINING SESSIONS**
12:15 P.M.

TO 12:15 P.M. **GRAND PRIZE DRAWING**
12:30 P.M.

TO 12:30 P.M. **LUNCH - ON YOUR OWN**
1:30 P.M.

TO 1:30 P.M. **CONCURRENT TRAINING SESSIONS**
2:30 P.M.

TO 2:30 P.M. **BREAK - SHOTGUN RAFFLE DRAWING**
2:45 P.M.

TO 2:45 P.M. **CONCURRENT TRAINING SESSIONS**
3:45 P.M.

WEDNESDAY, MARCH 15

8:00 a.m. - 9:00 a.m.

WATER SESSION

SPRAY IN PLACE PIPE (SIPP) RESTORATION PROCESS

Marc Hansen and Lance Secrest
Suez and BELCO Pipe Restoration

WASTEWATER SESSION

LATERAL REHABILITATION

Heather Spurlino - LiquiForce Services USA

9:15 a.m. - 10:15 a.m.

WATER SESSION

YOU'VE DONE A WATER AUDIT ... NOW WHAT?

Jeff Cunningham - M.E. Simpson, Co.

WASTEWATER SESSION

SEQUENTIAL BATCH REACTORS (SBRs)

John Dailey - Archaea Solutions, Inc.

10:45 a.m. - 11:45 a.m.

WATER SESSION

WHY YOUR UTILITY NEEDS AN ASSET MANAGEMENT PLAN & HOW TO GATHER DATA NEEDED TO PREPARE ONE

Richard Radcliff - Beam, Longest and Neff

WASTEWATER SESSION

MOST ABUNDANT MICRO-LIFE

Barbara Smith - Wastewater 101, LLC

1:15 p.m. - 2:15 p.m.

WATER SESSION

LEAK REPAIRS AND HYDRANT FLUSHING

Scott Ham - Silver Creek Water Corporation

WASTEWATER SESSION

WILL THE MICROBES WORK PROPERLY?

OILS, GREASES AND SURFACTANTS

Pat Beamon - Archaea Solutions, Inc.

2:45 p.m. - 3:45 p.m.

WATER SESSION

THE BACKBONE OF A STELLAR CITY— DOWNTOWN HUNTINGBURG WATER MAIN SLIP LINING PROJECT

John Wetzel, P.E., President of Midwestern Engineers, Inc.; Mayor Dennis Spinner - City of Huntingburg; and Chris Van Wormer - Fer-Pal, Inc.

WASTEWATER SESSION

ATTACHED GROWTH VS SUSPENDED GROWTH WASTEWATER TREATMENT

Jason Bradley - Bradley Innovation Group represented by Covalen Environmental

THURSDAY, MARCH 16

8:30 a.m. - 9:30 a.m.

WATER SESSION

BASIC ACCOUNTING FOR OPERATORS

Todd Gardner - Knox Water Works

WASTEWATER SESSION

DRUGGED WATERS

Richard Radcliff - Beam, Longest and Neff

10:00 a.m. - 11:00 a.m.

WATER SESSION

DRINKING WATER COMPLIANCE ISSUES AND CONCERNS

Stacy Jones and Matt Prater - IDEM

WASTEWATER SESSION

OPTIMIZING THE SLUDGE DEWATERING PROCESS

Kiran Shah and Raj Shah - Hexagon Technologies

11:15 a.m. - 12:15 p.m.

WATER SESSION

WHY YOUR BIG METERS ARE A BIG DEAL

Jeff Cunningham - M.E. Simpson Co.

WASTEWATER SESSION

THE PERFECT FILTER CUSTOMER - ME!

Marcus Allhands

1:30 p.m. - 2:30 p.m.

WATER SESSION

THE PROCESS OF REPAIRING WATER MAIN BREAKS

Mike Rullo - Smith Blair

WASTEWATER SESSION

MS4

Steve Yagelski - Town of Cumberland

2:45 p.m. - 3:45 p.m.

WATER SESSION

SWP FORUM

Toby Days - Alliance of Indiana Rural Water

WASTEWATER SESSION

FASTENERS FOR A LIFETIME

Stanton Walter - Never Gall

BONUS SESSIONS!

We will be offering additional sessions throughout the conference for you to learn more about the various Affinity Programs offered by NRW. Sessions will include **website design, health insurance, leak adjustment and line repair programs, and cybersecurity insurance.**

Technical Registration

MARCH 15 & 16, 2017

Please print or type.

List all attendees and indicate the type of registration desired.

We encourage you to fax or email completed forms:

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ROOM BLOCK RATE expires 2/13/17

GROUP CODE: 0317AIR



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Phone _____ Fax _____

Email _____

Please list ALL Attendees and specify registration type for each:

Name _____

Name _____

Name _____

Name _____

	FIRST-TIME ATTENDEE	FULL	WED. ONLY	THURS. ONLY	SPOUSE/GUEST
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Registration Rates

Full Registration

Two (2) days of technical sessions; and Pre-Conference Hospitality Event (Tues.); Exhibit Hall Access, Awards Luncheon (Wed.); Reception (Wed.); Hospitality Bowling Event (Wed.); Hot Breakfast Buffet (Thurs.)

Wednesday ONLY Technical sessions; Exhibit Hall Access; Awards Luncheon and Reception; Hospitality Bowling Event

Thursday ONLY Technical Sessions; Exhibit Hall Access; Hot Breakfast Buffet


Spouse / Guest Registration

Pre-Conference Hospitality Event (Tues.); Exhibit Hall Access; Awards Luncheon (Wed.); Reception (Wed.); Hospitality Bowling Event (Wed.); Hot Breakfast Buffet (Thurs.)

	Member		Non-Member	
	Before February 28, 2017	After February 28, 2017	Before February 28, 2017	After February 28, 2017
Full Registration	\$140	\$165	\$200	\$225
Wednesday ONLY	\$95	\$120	\$130	\$155
Thursday ONLY	\$85	\$110	\$120	\$145
Spouse / Guest Registration	\$55	\$80	\$90	\$115

PLEASE INDICATE NUMBER OF ATTENDEES PLANNING TO ATTEND WEDNESDAY'S AWARDS LUNCHEON.

Dietary restrictions and/or special requests:



Method of Payment

Please send invoice Enclosed is my check # _____

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Name on Card _____ Billing Zip _____

CVV # _____ Signature _____

Total \$

Registration form must be returned to the Alliance office no later than February 28, 2017 for "Early Bird" registration prices.

Registrations will be fully refunded if cancellation is made before March 3, 2017. ■ No refunds after March 3, 2017.

Administrative Registration

MARCH 15 & 16, 2017

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List all attendees and indicate the type of registration desired.

We encourage you to fax or email completed forms:

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GROUP CODE: 0317AIR



Utility / Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Please list **ALL Attendees** and specify registration type for each:

Name	FIRST-TIME ATTENDEE	FULL	WED. ONLY	THURS. ONLY	SPOUSE/GUEST
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Registration Rates

Full Registration

Two (2) days of Administrative sessions; and Pre-Conference Hospitality Event (Tues.); Exhibit Hall Access, Awards Luncheon (Wed.); Reception (Wed.); Hospitality Bowling Event (Wed.); Hot Breakfast Buffet (Thurs.)

Wednesday ONLY Administrative sessions; Exhibit Hall Access; Awards Luncheon and Reception; Hospitality Bowling Event

Thursday ONLY Administrative sessions; Exhibit Hall Access; Hot Breakfast Buffet

Spouse / Guest Registration

Pre-Conference Hospitality Event (Tues.); Exhibit Hall Access; Awards Luncheon (Wed.); Reception (Wed.); Hospitality Bowling Event (Wed.); Hot Breakfast Buffet (Thurs.)

	Member		Non-Member	
	Before February 28, 2017	After February 28, 2017	Before February 28, 2017	After February 28, 2017
Full Registration	\$140	\$165	\$200	\$225
Wednesday ONLY	\$95	\$120	\$130	\$155
Thursday ONLY	\$85	\$110	\$120	\$145
Spouse / Guest Registration	\$55	\$80	\$90	\$115

PLEASE INDICATE NUMBER OF ATTENDEES PLANNING TO ATTEND WEDNESDAY'S AWARDS LUNCHEON.

Method of Payment

Please send invoice Enclosed is my check # _____

Visa Card # _____ Exp Date _____
 MasterCard

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CVV # _____ Signature _____

Total \$ _____

Dietary restrictions and/or special requests:

Registration form must be returned to the Alliance office **no later than February 28, 2017** for "Early Bird" registration prices.

Registrations will be fully refunded if cancellation is made before March 3, 2017. ■ No refunds after March 3, 2017.

Administrative Sessions

Administrative Sessions

What follows is a **tentative** list of topics and invited speakers.

WEDNESDAY, MARCH 15

8:00 a.m. - 9:00 a.m.

QUALITY-BASED SELECTION. WHY QUALITY OUTWEIGHS COST IN THE SELECTION OF DESIGN SERVICES

Toby Church - Commonwealth Engineers, Inc.

Most individuals would not select medical or legal services for a critical matter based solely on cost – these highly skilled services are too important to leave up to the lowest bid. Likewise, engineering is a highly skilled profession, and the services that engineers provide directly affect public safety and welfare. The cost of A/E services is typically less than 1% of the project life-cycle costs. During this presentation, the pitfalls of accepting low bids is explored and common misconceptions will be dispelled.

9:15 a.m. - 10:15 a.m.

DO YOUR UTILITY CUSTOMERS KNOW WHAT THEY ARE PAYING FOR?

Deen Rogers - Umbaugh

In this presentation we will discuss publication requirements and how forward thinking utilities inform their customers on what they get for their monthly utility rates.

10:45 a.m. - 11:45 a.m.

REASONS NOT TO SELL YOUR UTILITY

Steven Brock - Therber Brock & Associates, LLC

To learn the disadvantages to selling a utility to balance out the advantages of selling a utility when evaluating the decision of whether or not to sell.

1:15 p.m. - 2:15 p.m.

STOP RECEIVING BIDS ... START REQUESTING PROPOSALS

Jeff Hersh - Jones & Henry Engineers, Inc.

To understand and implement Indiana Code 5-22/the "RFP process" for equipment choices for the betterment of your utility.

2:45 p.m. - 3:45 p.m.

FINANCING WATER/WASTEWATER UNDER NEW FEDERAL AND STATE ADMINISTRATIONS

Parvin Price and Kimberly Blanchet - Barnes & Thornburg, LLP

Be prepared to join the potential increased demand for infrastructure financing.

THURSDAY, MARCH 16

8:30 a.m. - 9:30 a.m.

TIPS ON GETTING HIGHER WATER AND WASTEWATER RATES APPROVED

Scott Dompke - GRW

Develop data gathering, relationship building and communication strategies to assure rate approval from boards and legislative bodies. This presentation highlights information taken from the Rate Approval Process Communication Strategy and Toolkit prepared by the Water Research Foundation.

10:00 a.m. - 11:00 a.m.

BUILDING YOUR UTILITY TEAM

Scott Ham - Silver Creek Water Corporation

Attendees will discuss ways to build your office, field and management team in the water and wastewater utility industry. Interactive discussion will be based on communication between board, office, management and field operations. This will include strategically planning and mentoring your replacement for turnover or retirement of key positions. We'll discuss the top down approach and not the idea of keeping things to yourself for job security.

11:15 a.m. - 12:15 p.m.

HUMAN RESOURCES UPDATED AND THE IMPACTS ON YOUR UTILITY

Parvin Price and Nathan Baker - Barnes & Thornburg, LLP

Salaries, benefits, new rules, employee handbook (conflicts in the workplace), public relations (importance for everyone), drug testing/ OSHA will all be discussed.

1:30 p.m. - 2:30 p.m.

SUCCESSION PLANNING FOR INDIANA UTILITIES

Christina De Witt - Umbaugh

This panel discussion will frame the historical context of the challenges faced by all economic segments but particularly the utility industry as the generational transfer plays out over the next decade and more. Strategies for capturing and preserving knowledge and wisdom gained over an entire career will be discussed by your peers. Likewise, best practices and lessons learned will be shared in order to help participants avoid the pitfalls of our changing workforce.

2:45 p.m. - 3:45 p.m.

COMMUNITY STORMWATER INITIATIVES

Karen Teliha - IDEM

Learn about several Indiana communities implementing stormwater initiatives and receiving kudos from IDEM. Learn how your community can be recognized, too! IDEM's CLEAN Community Challenge is free and open to Indiana cities, towns, and counties.

BONUS SESSIONS!

We will be offering additional sessions throughout the conference for you to learn more about the various Affinity Programs offered by NRWA. Sessions will include **website design, health insurance, leak adjustment and line repair programs, and cybersecurity insurance.**

2016 Scholarship Clay Shoot & Golf Outing Recap

The 2016 Scholarship Golf Outing was a fun-filled success! This year we had hot temperatures and humidity, but we still had an exciting clay shoot and played a full day of golf with 21 teams! Our famous longest

drive contest was conducted while sitting on a toilet! Teams donated \$20 to the scholarship fund for a chance to hit the longest drive... the only catch was you had to sit on a toilet while hitting the ball! The prize for the longest drive was

a new golf bag; but, the biggest reason to participate was that, on their next shot, participants got to drop their ball 165 yards from the hole on a par 5 – not to mention all the fun we had and great pictures it created!

Thank you to all our sponsors and everyone who attended and helped to make the golf outing a success!

CONGRATULATIONS TO THE CLAY SHOOT WINNERS!

Clay Shoot Winner

1st Place

Tim Frederick – Steuben Lakes
Regional Sewer District

Clay shoot 2nd

2nd Place

Jeff Hersha – Jones & Henry Engineers

Clay shoot 3rd

3rd Place

Stanton Walter – Never Gall Bolt & Fitting

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CONGRATULATIONS TO THE GOLF TOURNAMENT WINNERS!

1st Place
Banning Engineering



2nd Place
Keith Hicks – Gripp, Steve Applegate – DN Tanks, James Busch – E-tank



3rd Place
Water Solutions Unlimited



- Longest Drive Winner – Zach Lyon
- Closest to the Pin Hole#8 – Gary Armbrecht
- Closest to the Pin Hole #11 – Tyler Meyer
- Max Eldridge won \$230 in the 50/50 Raffle, and donated it back to the scholarship fund!

THANKS TO OUR SPONSORS!

Clay Shoot Sponsors: Covalen, Jones Petrie Rafinski Corp., & Jones & Henry Engineers, LTD

Golf Tournament Sponsor: Covalen

Beverage Cart Sponsors: Midwestern Engineers, Inc., Vanguard Utility Service, Inc., & Water Solutions Unlimited

Hole Sponsors: American Flow Control, Bose McKinney & Evans, LLP,

Commonwealth Engineers, Inc., Covalen, Curry & Associates, DN Tanks, E-Tank / E-Pump, Ltd., Everett J. Prescott, Frakes Engineering, Inc., GRW Engineers, Inc., JCM Industries, Inc., Ladd Engineering, Inc., London Witte Group, LLC., M.E. Simpson Co., Inc., Midwestern Engineers, Inc., Ortman Drilling & Water Services, Spectra Tech, Suez Utility Service Group, Team Alliance, Tim Doersam, Todd Gardner & Floyd Ogden, Tom Speer & Connie Stevens, United Systems & Software, Inc., USA Blue Book, Utility Supply Company, Water Solutions Unlimited. ★

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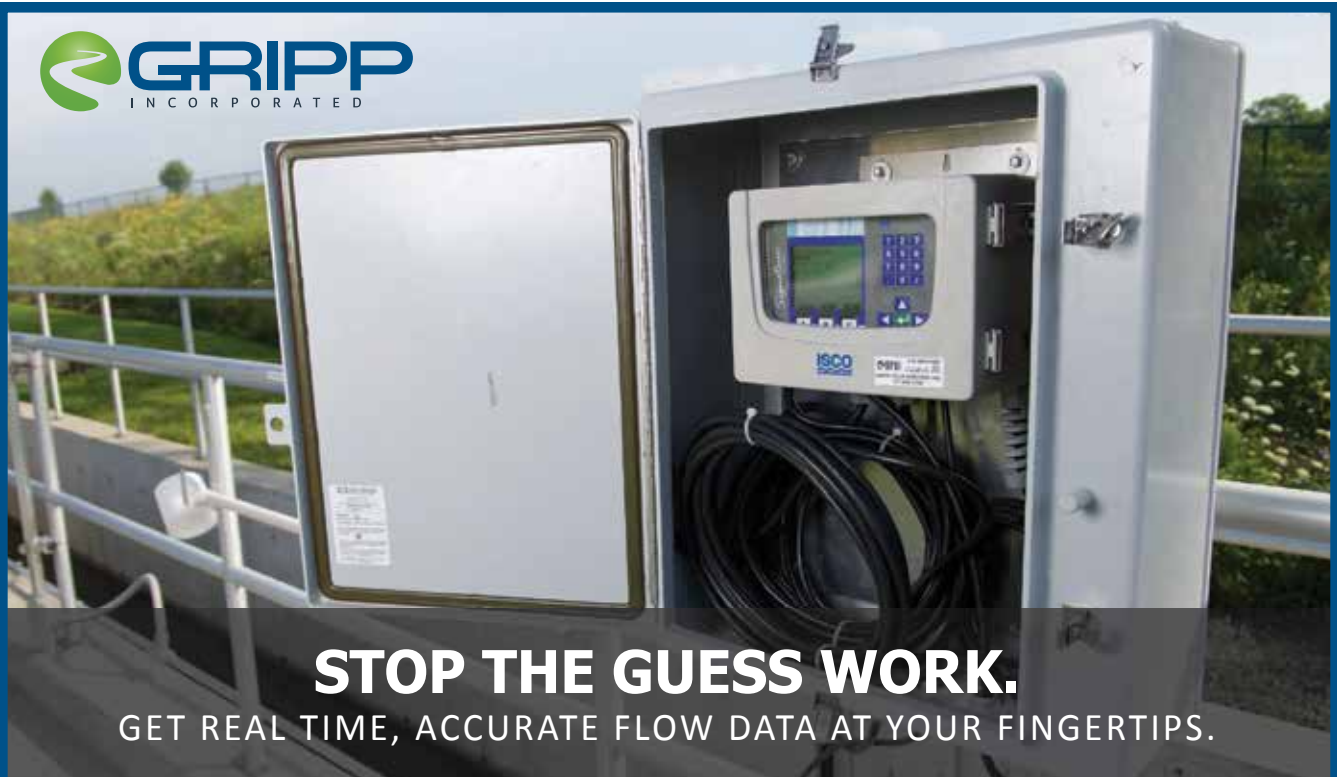
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Scholarship Application

(Please Print or Type)

A. Personal Information

Name: _____ M F
 (Last) (First) (MI) (Gender)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

B. Member Information *(Applicant must be a dependent child of an Alliance voting member)*

Utility Name: _____

Employee Name: _____

Relationship to employee: _____

C. High School Information *(Transcript must be submitted with application)*

Attach a typed list of academic awards, memberships or other special recognition you have received dating back to your sophomore year.

School Name: _____ Graduation Date: _____

Address: _____ City: _____ State: _____ Zip: _____

GPA: _____ SAT Score (total): _____ Class Rank: _____ out of: _____

D. College/University Information

Will Fall 2017 be your first semester? Yes No *(If "No," college transcript is required)*
 If "No," indicate credit hours completed: _____
 If "No," indicate credit hours required to graduate: _____

School Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Please indicate: 4 Year College/University
 Vocational/Technical School
 2-Year Community/Junior College
 Other, Specify: _____

Major Course of study: _____
(Priority will be given but is not limited to water/wastewater related studies)

Continued on other side...

E. Financial Information

Please indicate which of the following income ranges matches your gross family income:

Under \$30,000 \$30,000 - \$50,000 \$50,000 - \$70,000 Over \$70,000

If you are receiving other financial aid please itemize by name and amount.

Name: _____ Amount: _____

Name: _____ Amount: _____

Name: _____ Amount: _____

If there are any family circumstances that influence your need for financial assistance, please describe:

F. Essay *On a separate page in 250 words or less. (Please type)*

Write a brief essay on your goals as they relate to your education, career, and future plans.

G. Certification

In submitting this application, I certify that the information provided is complete and accurate to the best of my knowledge. False information will result in revocation of any scholarship granted.

Applicant's Signature: _____ Date: _____

Parent's/Guardian's Signature: _____ Date: _____

OFFICIAL RULES

This grant will be made to defray the cost of educational expenses at an accredited institution of higher learning approved by the Alliance of Indiana Rural Water. Disbursement of the money will be made upon presentation of proof of enrollment (transcript or invoice.) The scholarship money will be paid directly to the scholarship winner. Applicants must be a citizen or legal resident of the United States, a resident of the state of Indiana and **a dependent child of a voting member system employee**. In order to be eligible, applicants must complete the application form in its entirety and return it to the Alliance by the entry **postmark deadline, January 31, 2017**. All applications will be first screened on the basis of leadership responsibilities in community activities and school activities and on grade point average. Scholarship recipients will be selected on the basis of the number, length of commitment, and quality of leadership responsibilities in community and school activities, awards, honors, academic records, career goals and financial need. Applicants will be evaluated on a comparative basis at the sole discretion of the committee. All decisions are final. Application material and decisions of the committee shall be confidential. Acceptance of scholarship constitutes permission to use recipient's name and/or likeness for purpose of promotion. No transfer of scholarship is permitted. Applicant must plan to attend an accredited school in the fall of 2017. Recipients will be notified by mail. Family members of employees of the Alliance of Indiana Rural Water and/or members of the Board of Directors are not eligible.

Mail application, transcript(s), & essay to: Alliance of Indiana Rural Water
(must be postmarked by January 31, 2017) P.O. Box 789
Franklin, IN 46131

OR Email application, transcript(s), & essay to: alliance@inh2o.org
(must be postmarked by January 31, 2017)

LEADERSHIP SUMMIT

RECAP

The Alliance welcomed over 60 utility leaders in early November, 2016 at Hotel Indigo in downtown Columbus, Indiana. Attendees ranged from clerk treasurers and managers to board/council members. The focus was to enable leaders to make educated decisions with a foundation of sound

business practices for operation and proper management to increase the long-term sustainability of the utility.

Leadership Summit was a very interactive event allowing utility leaders to meet and discuss important topics such as human resources laws, legislative changes and asset management with their peers as

well as speakers and vendors. The conference concluded with excellent feedback from attendees and vendors; many stating they hoped the next event would allow for more time to delve even more into some of the topics. A healthy 95% of attendees reported being very likely to attend an event like this again! ★



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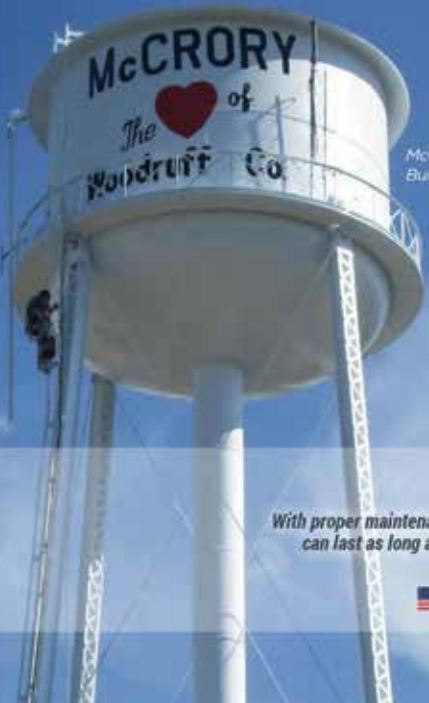
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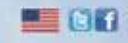
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By Laura Vidal, Marketing and Public Relations Director

AFFINITY PROGRAMS

By now you've seen information about some of our new "Affinity Programs." If you are like me, then you are thinking, "Hmm, great, but I don't really even know what that means!" I'm going to let you in on the big secret. What Affinity Programs mean for you is that National Rural Water Association has scoured all the resources out there and found the **BEST** and most

innovative partners in their prospective categories **FOR YOU**. That's right, they've done the work for you! These companies are dedicated to helping rural utilities just like yours. All that's left for you to do is to turn this page, check out the services available and see what's right for your utility at this time.

As always, we are here to help answer any questions! ★

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Sign Up: www.ruralwaterimpact.com or www.municipalimpact.com

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<http://nrwa.org/affinity/data-breach-insurance/>

ServLine

Residential Service Line and Leak Adjustment Program

ServLine is a new and unique insurance program that covers water loss with no deductible, as well as repairs or replacement of a customer's water and sewer line in a timely fashion. ServLine is a full service program backed by Hanover Insurance Company - not a warranty program. The difference is that warranty programs only cover water line and sewer line repairs, and don't provide leak adjustment for the utility and the customer.

Sign up by contacting the Alliance office.



Fleet Program



NRWA has created partnerships with the Ford Motor Company and the Chrysler Group to offer special fleet discounts to State Rural Water Associations and their utility system members. State associations determine eligibility and provide a fleet code that allows access to substantial vehicle discounts. Vehicles may be purchased at your local dealer or the national fleet auto group at www.nrwafleet.com.

Incentive discount pricing is available on cars, vans, SUVs and trucks and is deducted off the factory invoice. There is no limit to the number of vehicles that can be purchased under the program. Fleet vehicles must be in service for a minimum of 12 months or 20,000 miles and must be registered and operated in the United States.

Ford: [Ford Fleet Program 2016](#)

Chrysler: [Chrysler Fleet Program 2016](#)

Lifestyle Health Plans



Medova Healthcare and Mike Keith Insurance are pleased to introduce Lifestyle Health Plans, a unique health benefits program designed to address the underlying causes of the rise in healthcare costs for both employer and employee alike - employee health behaviors.

Contact the Alliance office for more information on this product.

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SUPPORT FROM A SENATOR

SENATOR ED CHARBONNEAU, Chair of the Environmental Affairs Committee, met with utility personnel in Indianapolis this past July, to discuss the needs of rural water and wastewater utilities. He discussed the importance of gathering accurate data from all utilities, so the legislators understand what the true needs are for the future. He also heard from them, what their concerns and needs are for rural utilities. Senator Charbonneau made notes, asked good questions and shows a sincere interest in our water supply and demand in Indiana for our future.

In August, Senator Charbonneau also met with seven different utilities in Winamac, allowing everyone to share their concerns of the future for their water or wastewater utilities. The two most mentioned concerns were: Boards or Council Members not understanding the true needs of their utilities and finding qualified Water/Wastewater Operator Specialists to fill the positions at these utilities.

The Alliance of Indiana Rural Water appreciates the time and interest Senator Charbonneau has given to the rural utilities throughout the state. ★



[Caption] (L-R) Glen Miller with Morgan County Rural Water, Todd Gardner with the city of Knox, Senator Ed Charbonneau, Connie Stevens with the Alliance of Indiana Rural Water, Justin Schneider with Farm Bureau, and Ted Stubbs with Brookville Lake Regional Sewer District.

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The Next Generation of Operators: Where Will We Find Them?



By Kevin Wenzel, Wastewater Circuit Rider

The average age of water/wastewater operators in the state of Indiana today is 57. In a few years, there will be a massive need for operators. Where will we find them?

It seems that operators in the past were easier to find, perhaps because urban areas in America were primarily industrial and rural America still primarily consisted of family farms. Young adults were used to working hard, long hours, and getting dirty. They didn't mind working outside in the elements. Working at a wastewater plant has similarities to both.

Because of the advances in technology, the idea of physical labor isn't as appealing. Millennials and Gen-Xers today prefer to work in climate controlled, comfortable environments. Towns and cities may possibly be facing a huge task in getting these generations interested and engaged in the overall water and wastewater industry.

If qualified operators aren't found, towns will be forced to hire contract operators, which can be more costly than hiring full time employees with benefits! Another option would be to hire certified operators from other communities. This type of hiring practice isn't as desirable because depending upon the classification of facility, an operator may be required to spend anywhere from two to five days a week at each facility. Do city, town and utility board members have the knowledge to verify that their operators are spending quality time during these visits?

Today, communities have to do everything in their power to keep

qualified operators. Outdated policies may be one reason that cities and towns have a poor retention rate. For example, one community has a policy that their employees cannot live more than two miles outside of town. Just recently, they lost two of its three employees, when they moved to the next town –just 10 miles away! The Superintendent is working by himself until someone can be found. If the new employees are not experienced, then they must be trained. Constant review of policies is imperative, especially in light of the ever-changing workforce.

In another example, town XYZ lost its operator but luckily was able to hire a new one. Six weeks later, the new operator received an offer from another town willing to pay \$8,000 more per year. Town XYZ couldn't match the offer, so the operator left. This time, there were no qualified operators available so a guy who had worked in a body shop was hired. According to Indiana Department of Environmental Management (IDEM) rules, he can't get his license for two years, so a certified operator from a neighboring town has to be employed for those two years to provide supervision and training. Although the new hire may become an outstanding operator, the transition may be more expensive than retaining a good employee.

Communities must be willing to pay for qualified, experienced employees.

In conclusion, where can we find or promote water/wastewater operators? One thought is to offer tours of the facility to colleges and local high

schools. Those responsible for hiring water and wastewater employees should actively participate in job fairs and career days. **It is imperative that we spark the interest of young adults who are not sure about their work future.** But most importantly, this profession must be treated as a profession, and education must occur up and down the line, from prospective employees all the way to the leaders of every community. ★

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Public Relations

By Laura Vidal, Marketing and Public Relations Director

Everyone thinks public relations is this big scary corporate type thing. It's not – I promise. Simple things such as waving hello and smiling when you pass people or even holding a door for someone. Those are all just nice things to do, right? But, couple that with your utility's logo on your vehicle and on your shirt and now those nice things are associated with your utility, not just you. Now, you just 'did' public relations.

Of course, those are just a few easy ways to boost your image to your customers – the public. But those simple small things can make a big impact. Consider this: Operations Specialist A wears an old t-shirt and dirty jeans to work every day. Operations Specialist B wears nice clean jeans and a shirt with the utility's logo on it. Both Operations Specialists are out checking fire hydrants one day. A lady walks by Operations Specialist A, who looks up and says, "Hi! Mighty fine day we are having!" The lady

pleasantly responds, "Hello, sure are." But she wonders why this man in dirty clothes is messing with the fire hydrant, so she immediately calls the police to report a man disrupting a fire hydrant.

The same lady passes Operations Specialist B, who also greets her kindly. She can see he works for the utility, so she asks him what he is doing. He responds to let her know that they are performing maintenance on the fire hydrants to make sure they are in good order and ready when needed. After this encounter she calls the mayor to share how impressed she is that the utility has people out performing maintenance and are so professional. Operations Specialist A could have absolutely answered any of her questions, but she wasn't even sure he worked for the utility, so he never got the opportunity.

This basic interaction involving just a change of clothes has multiple impacts. For instance which scenario do you think the mayor would be happier with? Also, when it comes time for a

rate increase, this lady understands the utility has to keep up with maintenance and so forth and she doesn't contest it at all – in fact she explains this to all her friends when they complain about the rates increasing!

Don't underestimate your impact! Water and wastewater professionals directly touch more lives than any other profession. Yes, it is a profession – YOU are a professional, you have specific training and technical expertise necessary to do your job.

With all of that said, public relations and being a professional, of course, is much more than just how you present yourself. My colleague, Shannon Rasmussen from the Utah rural water affiliate of National Rural Water has the same sarcastic inner voice that I have – and when I read her most recent article I had to share some tips on how NOT to practice good public relations...

How Not to Practice Public Relations

By Shannon Rasmussen, Rural Water Association of Utah

The Top 10 Ways *Not* to Market Your Water or Wastewater System

- 10. Be the 'Crazy Cat Lady' of the utility industry. Keep all of your goings-on a secret, and never ever let on what is happening behind those closed and locked facilities. Make sure everyone is coming to their own conclusions about the quality and disposal of their water and how it got that way.
- 9. Spin it like Allie. I have a six-year-old whose sole goal in life is not to get caught. She is not particularly interested in doing the right thing, nor is she upset if she makes

a bad choice. She is, however, extremely upset if she gets caught in her mischief. So, instead of being concerned with running a safe, compliant system, just put all of your energy into making sure you don't get caught (I can hire out Allie's advice if you need it.) Because pretty much getting caught is the only time those bad choices become a problem. *(AUTHOR'S NOTE: For those of you who do not speak sarcasm, please remember that this is advice on what NOT to do. Repeat, what NOT to do. Carry on.)*

- 8. Take the Minions Ride. Our family visited Universal Studios while in Florida for the NRWA Conference. At one point we waited in line for about 45 minutes to ride on the 'Minions' ride. We had just gotten to the front of that line and were the next people to board, when an announcement was made that there would be a short delay. About 15 minutes later another announcement came that there would be another delay. Another 15 minutes after that we were given the choice to remain waiting for an unknown reason and

an unknown amount of time, or to leave and come back later. No further explanation or information ever followed, and the bulk of the crowd eventually left the line in an obviously disgruntled manner (some of those 3D glasses will never be the same again.) Now I have no doubt that those ride operators/incident management janitors were hard at work fixing whatever problem had presented itself behind those doors (guaranteed it was puke.) And of course I would much rather they shut the ride down than chance us being suspended upside down in a black tunnel with Gru and the Minions for three days. But that crowd was not happy to have waited so long for nothing more than an uninformed dismissal. Informed people tend to be understanding people, so make sure to keep your customers as far in the dark as possible while you are working hard to fix a problem. That way you won't get any credit for all of your extra effort and they will be super unhappy. It's a win-win. *(Again, please see reminder above.)*

7. Everyone loves a good old-fashioned bill in the mail (or email.) Make sure to use your bills to deliver the unfortunate news that your customers owe you money, but don't take advantage of this monthly opportunity

to tell your story or tout the value of the service they are getting. That would make way too much sense.

6. Speak a different language. Everybody loves a cryptic report so make sure your Consumer Confidence and other Reports are full of required terminology, acronyms and technical terms, but never explain what that means to your customers. They would get way too much out of an understandable explanation of your CCR in an appealing brochure. Especially if it sums up the quality of their water and the quality of your services to them. Just walk away.
5. Regulation is your enemy. The rules are a pain and are there to make your life difficult. Dodging them is most likely the answer – especially since your customers like to see their system name on the unapproved list. It does wonders for your image.
4. Employ a cryptic website. Make sure it is difficult to find and that the information on there is even more difficult to decipher. People love that.
3. Fly under the radar. As far as possible. Keep those logos off of your shirts and your truck and your building. If people can't find you they can't complain to you. Especially about your driving.
2. Emergency alert system? Why bother – especially when you can go door-to-door and personally tell each


of your customers to boil their water before using it when an emergency hits. You probably have lots of extra time for that.

1. Avoid the Paparazzi. It's probably better not to develop a relationship with those pesky press people. And, no matter what you do, don't let them know any of the good things that are happening with your system or the reasons behind that rate increase necessary to replace the aging infrastructure. It's probably better to avoid them altogether and just put out the fires as they arise.

So there you have it: the top 10 ways NOT to market your system. Hopefully you have understood the intent in the above list and are not currently on hold with your lawyer. Or mine. *(Do I need a disclaimer of some sort here? Probably. But I'm not sure what it would say so please pretend this section is iron clad fine print, glance over it dismissively, assume there is nothing you can do about it, check the box accepting the terms and we'll move on.)*


There are lots of ways NOT to handle your public relations and marketing efforts. But the work you do every day is way too valuable to go down that road. So get out there, put your name and brand and face in front of your customers, tell your story, and let them know your value. You and your system need to walk boldly into the limelight for a change. It is long since overdue. ★

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By Toby Days, Source Water Specialist

Keep Public Involved – *Don't Fear the Rate Payer!*

Anyone who has worked in local government for any length of time can undoubtedly recall an instance where a project designed to help the community was met with a barrage of criticism and ill will when the public heard about it. Miscommunication – or lack of communication altogether – is usually at the heart of such misunderstandings.

Developing and maintaining good relationships with customers involves more than meeting minimal regulatory requirements (e.g., Consumer Confidence Reports). It's an ongoing process involving education about the value of public water and transparency about the needs and challenges of the water system. Voluntary communication practices can



help foster a community wide water ethic, garner public support for infrastructure improvements and rate changes, as well as provide an overall better understanding and value of your water department. Pro-active communication also helps alleviate concerns when water issues are raised in the media.



What Is Communication?

The most basic definition of communication is “the process by which one or more persons stimulates meaning in the mind of another by means of verbal and nonverbal messages.” Easy enough, but what does this mean? Simply put, communication is transmitting a message to another person or persons through words or actions (or both). In the communication process there should be a source (where the message comes from), a channel (how the message is transmitted, e.g., voice, hand gestures, newspapers, mailings, television), a receiver (the person who gets the message), and feedback (the reaction to the message). All four components – source, channel, receiver, and feedback – must be considered in order to craft a successful communication plan.

Good public relations methods allow systems to inform the public about goals and to gain evaluative information. A water system should create a communication plan for getting information to the citizens and receiving feedback.



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Understanding the Public

To craft a good public relations plan, it is useful to learn how much people in the community understand about an issue and what they want. Surveys, of one type or another, are a good way to discover this. Small community systems can gain useful information from their customers by surveying residents. There are numerous ways to do this, but some methods may not be efficient for small systems. "Face-to-face, person-to-person surveys are the best method to get the best results. A great way to do this is to set up a booth at a Town Festival, where you can pass out educational information and talk with citizens in your community. If the organization doesn't have the time, funding, and/or manpower to do this, mailed surveys might be the best way to get the information officials may want.

Using Social Media for Communication

The Internet is changing how public utilities and communities reach their

constituents, both proactively and in response to situations. Social media tools provide an opportunity for listening and directly reaching customers as well as networking with partners. Utilities that have embraced use of social media are using it in a variety of ways including:

- 1. Keeping their community up to date.** For example, notifications about construction, ongoing projects, water main breaks, or other issues that could affect them.
- 2. Educating the public.** This could include everything from an explanation of the wastewater treatment process to an explanation of what is safe and not safe to flush down the drain.
- 3. Providing customer service.** One way in which social media is truly unique is that it has removed barriers between customers and their providers.
- 4. Inviting public participation.** Do you have an event the public is invited to attend? Perhaps a meeting, an open-house plant tour, or a public-service event such as a tree planting?

5. Showing the community what you are doing. Take pictures or video at the plant, at the public-service event, at the meeting, so that you can show them all the good that you do every day.

6. Explaining the reasons behind changes. Are ratepayers going to see an increase in their bills in the near future? Is there a new green infrastructure project in the works? Start early, and 'chat' often.

Social media is not a new concept – it is merely a new way to communicate with and reach your audience. Utilities have always had a need to communicate with ratepayers and other stakeholders. Social media has provided another way to accomplish that task, a way that has removed barriers and allowed creation of more direct, honest relationships.

The bottom line is that there are multiple ways to increase your utility's public relations. Transparency will boost your organization's credibility. Developing and maintaining a good public relations plan will keep your citizens involved and make them a valuable member of your team. ★

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Being a Vital Member of a Utility Governing Body



By Gordon Meyer, Water Circuit Rider

While recently visiting a water system, I was asked by a newly appointed Board Member about the responsibilities they faced in accepting the position. As I responded to the question I remembered an article that I wrote many years ago on the subject and thought that I would dust it off and share it once again.

What Is The Role Of A Board Member?

“Who is a ‘typical’ utility system Board Member?”

They have any occupation, they live and work in any part of the system and have a great variety of backgrounds, skills, and talents. Ideally, however, they all need to have a common desire to help the utility provide safe and economical drinking water or to properly treat wastewater to protect the environment.

Skills and Training

“Does a new Board Member need to know how the water or wastewater system is operated when they are newly elected or appointed?”

No! However they do need to have the willingness to learn about the operations of the system and not be shy about asking questions of the General Managers and Operations Specialists. Not to be able run the system but to have a general understanding of it. Most Operations Specialists would be glad to show them the day-to-day situations they encounter.

“Does a new Board Member need training?”

Yes, definitely! Training may begin with a review of a number of documents important to the utility. They can begin by reading the system bylaws or charter, plus any other documents that relate to organization of their system. Reading state regulations that govern water systems may follow this. The new Board Member should become familiar with policies and operating procedures as they apply to the functioning of the system. They can also learn a great deal about the operation and maintenance of the system by reviewing the minutes of past meetings.

Continuing Education

Board Members (even veteran members) may learn more about their responsibilities by taking advantage of continuing education opportunities. The Alliance of Indiana Rural Water conducts free training seminars to provide Board Members with training on their role in management and operation of their system.

The Alliance also conducts daylong training sessions throughout the state on the technical operation of water and wastewater systems. If you have any questions about training please contact the Alliance at 1-888-937-4992.

Board Member Privileges

To participate effectively in decision-making the Board Member should have certain privileges. One of the most important of these is the open access to information about the system. This includes all system records, reports and mail, including correspondence with customers and regulatory agencies. It is up to the Board to decide upon the means of this access.

The Board Member also has the right to expect to be promptly notified about certain actions by the Operations Specialist or by other Board Members. This usually does not include the routine aspects of daily operations. The right of notification refers to any unusual or significant aspect of the system operation, such as special meetings, an employee automobile accident or a violation of health standards. It is up to the Board to set these notification guidelines.

Board Member Obligations

Even though a Board Member has certain privileges, there are specific obligations that they need to follow. Their first obligation is to be part of a decision-making team. No single Board Member should make decisions in the name of the water system. If, however, individual Board Members familiarize themselves with all areas of operation, they are in a good position to participate in the group decision that is in the best interest of the short and long term operation of the system.

The scope of what contributes to good leadership is certainly not limited to monthly or weekly meeting attendance. It is not however necessary to carry this to an extreme. Board Members do not need to develop hands on knowledge of the water system operation. This should be the responsibility of the professionals hired to do the job.

Board Members and the Public

Most progress will require action on the part of Board Members and many times this action does not please each

person in the system. Board Members may be targets of criticism. It is good to remember that Board Members are far more likely to be criticized for NOT taking action. By taking action after careful consideration Board Members are often able to prevent a crisis.

Obligation to the Future

Each Board Member has an obligation to participate in long-range goal setting for the operation of the system that extends beyond their time in office. The future of the system depends upon the planning that Board Members do regarding the operation and maintenance of the system. It is important that each decision be considered in terms of how it might affect the system today as well as tomorrow.

Board Member Tips

Listed below are some final thoughts and suggestions regarding the Board Member's role in the operation and maintenance of a water system:

Board Members Do Not:

1. Interfere with the day-to-day routine of administration and supervision.
2. Refuse to support worthwhile officials in the program because of personal reasons.
3. Show favoritism.
4. Make promises and commitments about system operation before the questions are fully discussed in Board meetings.
5. Indulge in petty criticism of the operation of the system.
6. Assume authority in operational matters when the Board is not in session.

Board Members Do:

1. Recognize that it is their responsibility to set policy and not participate in the daily operation and maintenance of the system.
2. Work through the properly appointed employee according to the organization as planned.
3. Function as part of a policy-forming and controlling Board rather than as a part of an administrative Board.
4. Refer, as far as possible, all complaints and requests to the operator, manager or office manager.

5. Become familiar in a broad and non-technical manner with the problems of system operation and maintenance.
6. Voice opinions frankly in Board meetings and vote for what seems best for the short-term and long-term welfare of the operation and maintenance of the system.
7. Recognize fully that the operations specialist, system manager or office manager is entirely responsible for carrying out a particular policy in accordance with laws and regulations.
8. Help to frame policies and plans only after considering the recommendations of the operator, manager or office manager, together with the reasons for making such recommendations.
9. Require oral and written reports for the purpose of keeping the Board properly informed on operational matters and insure these reports are adequately reflected in the minutes of the Board meeting.
10. Give authority in keeping with responsibilities.

11. Establish criteria for evaluating the efficiency of employees under the direct supervision of the Board.
12. Present personal criticism only to the appropriate person.
13. Support and protect employees and other Board Members in the performance of their duties.
14. Give friendly counsel and advice to employees.

In conclusion, a new Board Member should learn as much about the system as possible so that they can make good sound decisions for long range planning, capacity development and sustainability for the system now and in the future. ★

**This article was prepared with excerpts from the Introduction to Water System Operation and Maintenance Training Manual published by National Rural Water Association (NRWA). If you would like a copy of this manual or others, please contact the Alliance of Indiana Rural Water at 1-888-937-4992.*

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Taking an Active Approach to Project Planning

By Sherri Winters, Water Programs Director

When making upgrades or building new treatment plants, many times utilities seem to be at the mercy of engineers, consultants and others. However, due diligence on the part of the board, operators and managers can save a utility money and spare it from compliance headaches.

Take Bremen, Indiana for instance. Bremen is located in Marshall County, in north central Indiana. There are 1810 water service connections that serve approximately 4700 people. The utility manager, Alex Mikel, worked closely with the engineers prior to, during and after construction.

For many years, Bremen operated one water treatment plant with four

wells and one booster station, for pushing water to the tower. One drawback with this design was that, if the well located at the booster station was producing, water had to be pumped across town to the treatment plant and back to the booster station before being pushed out to the tower. (The other three wells are located at the original treatment plant, which can produce 2.0 mgd.)

Discussions took place to install a Tonka Dualator filtration at the booster station to eliminate pushing water back and forth across town. This design takes up a smaller footprint. There were immediate savings since it was possible to modify and add on to the existing booster station. Treatment includes sodium hypochlorite, phosphate, and ammonium sulfate. There is pre and post chlorination.

This new plant (1.4 mgd) was designed with high service pumps at the elevation of the clearwell. These pumps now have soft starts in order to save on energy. The Tonka filtration system is capable of filtering 1000 gpm. The filter to backwash basin was added as well as the 1.0 mg clearwell.

Since this new plant is located adjacent to the city park, fencing was added around the new construction to prevent anyone from climbing on the clearwell and/or backwash basin. At the same time, this is an added security measure, preventing unauthorized entry into the plant.

The original design included a booster pump that, after some discussion, Bremen staff felt was not needed. Eliminating this booster pump resulted in a savings of at least \$4000.


Bremen is in an area that frequently receives lake effect snow and bitter cold during the winter months. During construction, the west side overhead door was changed to add a few extra



feet vertically. This allowed for larger vehicles to enter for delivery and/or repairs without having to leave the door open as frequently. A set of steel double doors was added to the north side of the new addition. The immediate benefit of this was to eliminate staff from having to walk around the entire building to check on clearwell vents and hatches during extreme winter events. The secondary benefit is that it eliminates the need to retrofit this wall for doors when additions take place in the future.





After completion of the construction, it was noted that some of the chlorine injection points needed to be changed. There were also some valving issues. After talking to engineers, Bremen staff made those changes themselves, which saved them thousands of dollars in labor alone.

Although this brief description of Bremen's upgrades and new treatment doesn't do the project justice, Alex Mikel and staff can take great pride in saving their community money while improving the quality of water, lessening energy consumption and being involved closely enough to save on construction costs along the way. Bremen staff have taken ownership by making this plant exactly what they needed for their customers. ★



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From Outfall to Intake

By Rex Blanton, Wastewater Training Director

CBS News aired several news releases in 2015 about the reclamation of wastewater for the use of drinking water. The need for the Toilet to Tap process to move forward had become seriously evident, due to the worsening of the California drought. CNN also has presented a release titled, *“Getting A Taste For Drinking Recycled Wastewater.”* Both articles focus on the same general areas of California during a three-year drought that has been called the worst in a century. This article includes some of their findings.

So, what has this got to do with Indiana, you might ask? We have been extremely fortunate to have aquifers and reservoirs to support our water needs, whether they are industrial, agricultural or for human consumption. Even though a possible La Niña, which could cause an extensive cooling of the waters in the Pacific, may happen in 2017, meteorologists are predicting warmer years until at least 2020. Droughts could become something of the norm instead of a rarity. Indiana needs to stay abreast of any and all possible technical processes and practices in the water treatment field.

As defined by Wikipedia, reclaimed water is former wastewater that is treated to remove solids and impurities and used for landscaping irrigation, recharging groundwater aquifers to meet commercial and industrial water needs, and drinking water. In Indiana, the distance between the outfall from the wastewater treatment facility and the water treatment plant has been far enough apart to prevent the ‘gross factor’ from coming into play. The effluent or outfall, which must meet strict Indiana Department of Environmental Management (IDEM) limits, flows to streams or reservoirs that are part of the same bodies

of water that another community downstream may be processing as drinking water. Settling, aeration and filtration into groundwater aquifers occurs naturally during the transportation aspect. This same water is treated further to meet drinking water standards set forth by IDEM, before it can be distributed to the public.

Back to California: One of the processes used in Southern California, is a three-step approach. The first step is microfiltration, which removes solids, oils and bacteria from the water before the second step, during which water is sent through reverse osmosis to remove viruses and pharmaceuticals. The third step involves using UV light to remove any remaining organic compounds and disinfect the water prior to returning it to the groundwater supply. As the public has become more aware of water shortages and supply usages have been cut, this approach has become more widely accepted.

“The overall introduction of reclamation systems has been met with major public skepticism.”

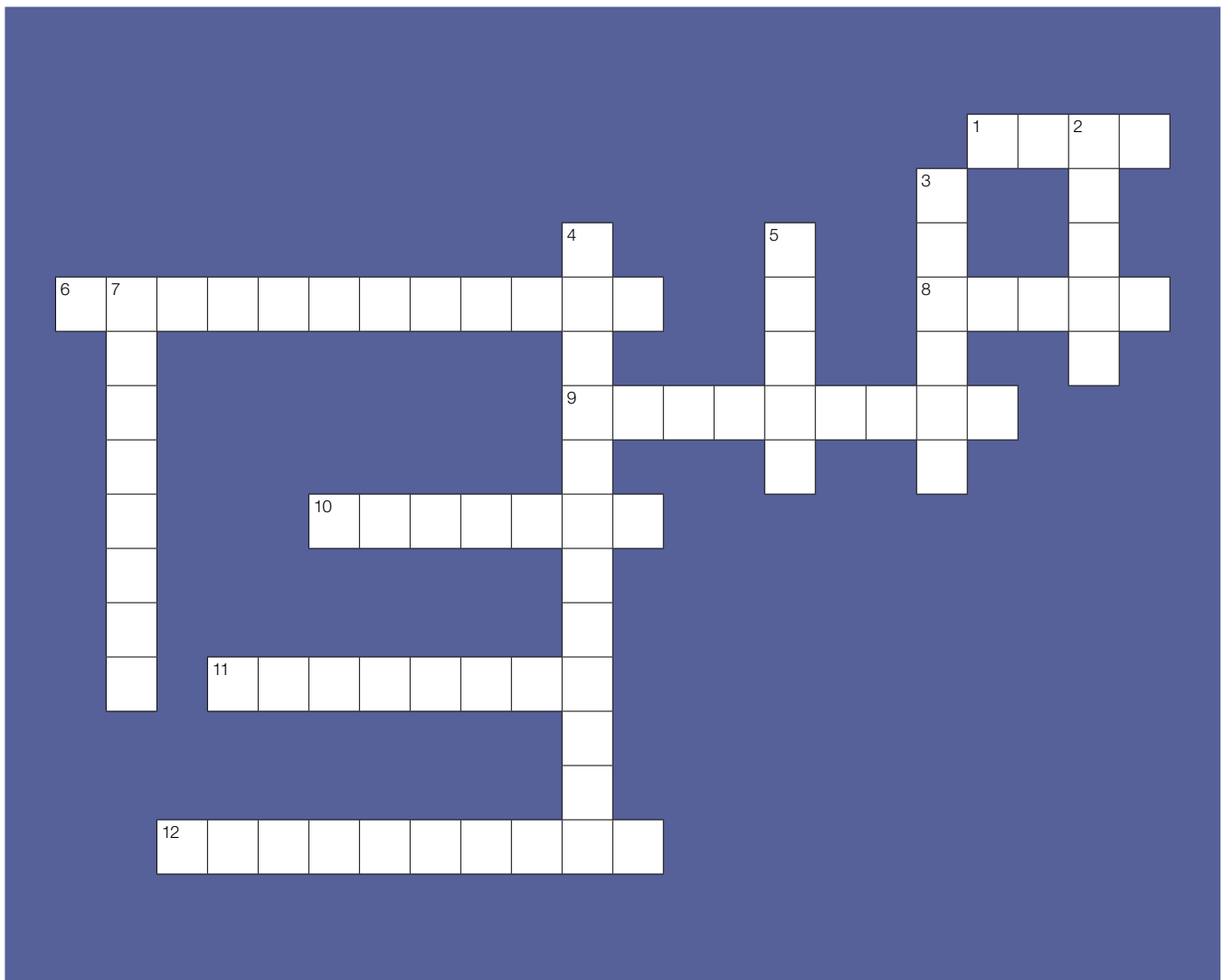
Nonetheless, the overall introduction of reclamation systems has been met with major public skepticism. Psychologists suggest that aversion to the idea is difficult to overcome but not impossible. Dr. Carol Nemeroff of The University of South Maine states, “The disgust comes from intuitive concepts of contagion.” (the spreading of a harmful idea or practice) She goes on, in part to say that, “The contagion-type thinking decreases with familiarity, and if you’re desperate, you’ll override anything for survival.”

The United Nations warns us that half the world population, accelerated by climate change and increased population, will face water scarcity by 2030. Shortages of this magnitude would cause threats to food production and a health crisis resulting from exposure to unsanitary water. Waterborne Diseases like cholera and diarrhea already kill millions each year. Sub Saharan Africa alone reports that over a million die each year from diarrhea in the region.

Another impact of the toilet-to-the-tap process in California has been financial benefits to utility systems. Orange County officials claim they can produce water with this method at a lower cost than importing it and at about half the cost of desalinization. So, after years of sending billions and billions of gallons of fresh water to the Pacific Ocean to become salinized, reclaimed water is gaining popularity. California is not the only area currently using such processes. An early model in Namibia dates back to 1968. Australia and Texas have projects ready to start scaling up in the near future.

As you can see, the future of reclaimed water is closer than one might think. Knowing the reaction of water consumers in Indiana towards things such as rate hikes, fluoride addition and other process changes, one can only imagine how the public will react to the use of ‘from outfall to intake’ water reclamation techniques. But with heightened awareness of the water shortages around the world and the continuing public education on new technologies for water treatment, Indiana water and wastewater professionals can pave the way toward a sustainable future for water quality. ★

Water and Wastewater Treatment



ACROSS

1. National Rural Water Association
6. The process by which bacteria and virus are removed from wastewater.
8. H₂O
9. What part of the wastewater treatment process is biological?
10. Physical barriers with small pores.
11. Treated water leaving the treatment plant
12. Underground pipes that carry clean water to your house.

DOWN

2. Baby _____ can clog sewer systems and should not be flushed in the toilet
3. Underground water pipes that carry dirty water to wastewater treatment facilities
4. Careful and considerate use of water and other resources
5. "Potable" water is safe to _____.
7. Dirty water coming into the treatment plant

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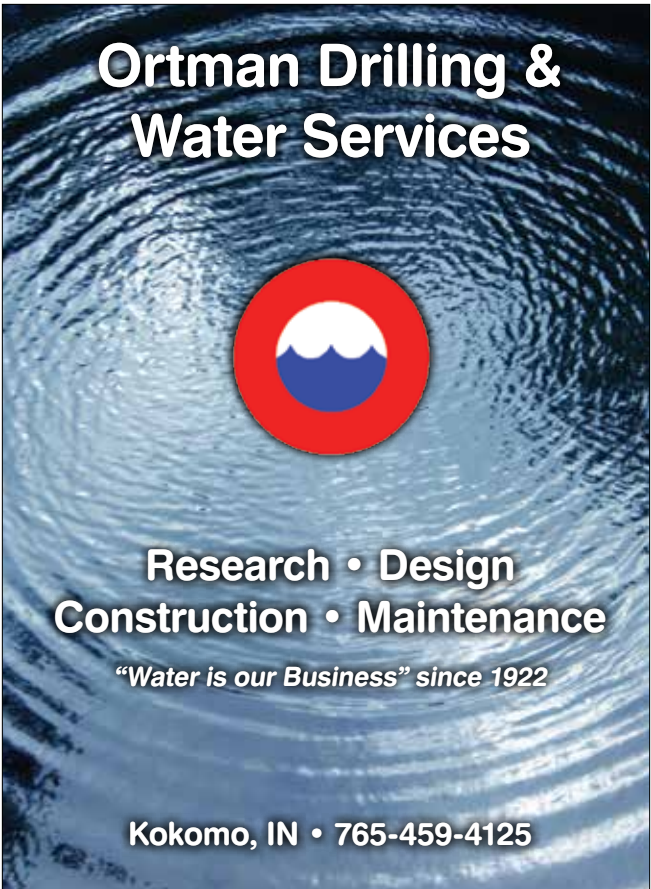
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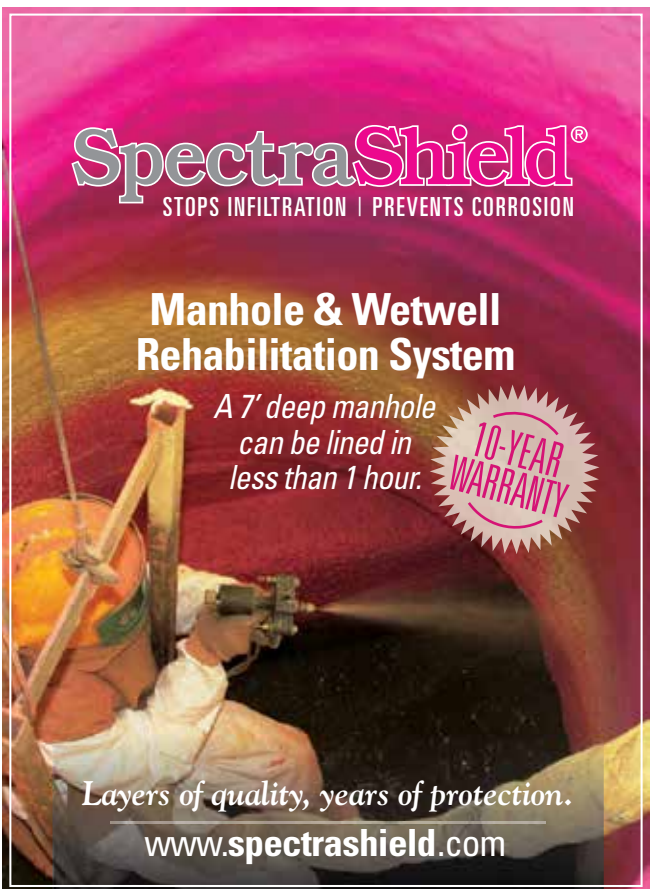
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On behalf of the City of Delphi we would like to thank Joe for helping us find our water leak last Tuesday. Our residents were struggling with water pressure due to a leak on the main. Joe changed his plans and got up early that day to help us. It is a great feeling to know that you guys are only a phone call away. Thanks again.

Craig A. Myers, City of Delphi, Water Department

August 15, 2016

We wanted to thank you [Joe Frazier] and the Alliance for helping the town locate our 50,000-gallon-per-day water lead earlier this year. You are always there when we need you and we appreciate it very much!

Mark Basham, Water and Street, Superintendent, Town of North Salem

September 27, 2016

I would like to thank the Alliance staff for putting on the Conference in Ft. Wayne at the Grand Wayne Center. The speakers were very educational. I would like to thank you for the Remington 870 Anniversary edition I won during the raffle. What a surprise! Thank you, Amanda, for helping me.

Robert Gray, Superintendent, Churubusco WWTP

June 16, 2016

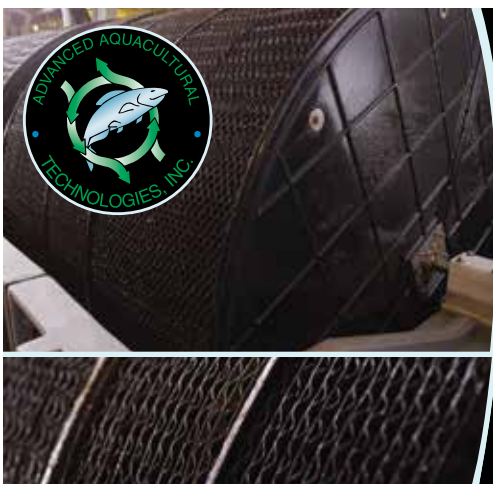
I wanted to send you this letter to thank you for providing this service. Joe Frazier made a site visit yesterday June 15 to evaluate our system and give us recommendations. Joe has a wealth of knowledge and did a great job. He was easy to talk to and explained everything clearly. He made the long trip from Franklin, IN to Plymouth, IN and did a complete and thorough job. We became members prior to his visit and will continue to renew our membership in the future. This service is a valuable resource for its membership and the public. Thanks again for a job well done!

Mark Rotering, General Manager, MCMC/Jellystone Park

October 26, 2016

The Town of Sandborn Municipal Water and Sewer Utilities Operator and Clerks would like to express their sincere thanks for all of your company's assistance, including answering questions and coming to our aid when needed. Special thanks to Rex Blanton and Gordon Meyer for coming at moments notice to help us solve our Water and Sewer issues. We are a small town and could not function properly without your continued assistance. Once again, thank you.

Dana Wright, Clerk/Treasurer, Town of Sandborn



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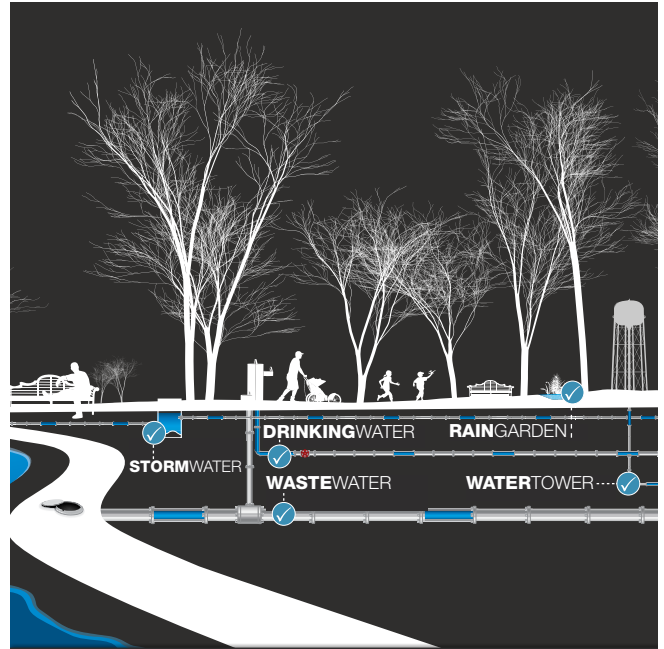
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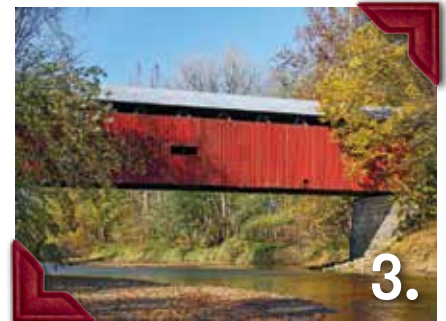
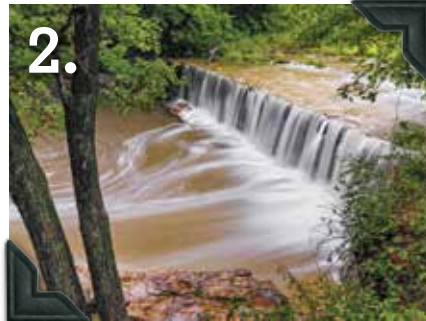
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