RURAL WATER 2017
ANNUAL REPORT

Mission
“Assisting, educating and representing our members in the wise use of water resources”

WRWA BOARD OF DIRECTORS

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Hershel Marks (District 5) Boscobel

WRWA STAFF
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Sue Wojtalewicz- Chief Financial Officer
Jeff LaBelle- Technical Assistance Director
Scott Giese- Education Director
Andrew Aslesen- Sourcewater Specialist
Jesse Hass- Wastewater Trainer/Circuit Rider
Kay Curtin- Wastewater Trainer/Circuit Rider
Ed Hendzel- Municipal Water Circuit Rider
Janis Klismith- Administrative Assistant
Renee Koback- Member Services Coordinator
Kelly Thomas- OTM/NN Water Circuit Rider
George Taylor- OTM/NN Water Circuit Rider

E-mail: wrwa@wrwa.org • Website: www.wrwa.org

2017 Celebrating 30 Years of Service
NATIONAL DIRECTOR’S REPORT
Roger Freund (Rhineland)

In February, WRWA Executive Director Chris Groh and I travelled to Washington DC to meet with our elected officials, their staff and federal agency representatives. We delivered a message to them to continue their efforts to provide resources to Rural America in order to provide safe & affordable drinking water and help protect our valuable natural resources. These grassroots efforts have continually informed our legislators and their staff that Rural Water delivers an essential service to all of Rural America. We meet with legislators and staff throughout the year to keep them informed of the issues facing Wisconsin’s communities, water & wastewater systems. This year’s rally culminated in Arcadia winning Best Tasting Water in the US. Congratulations Arcadia!

2018 will be a year of changes. Chris has replaced Dave Lawrence as Executive Director, Gayle Mathews has retired and his board position will be available in June, and Roger Freund has tendered his retirement from the National Director position. Both Roger and Gayle have spent many years of service to WRWA and I would like to thank them and wish them a happy retirement.

One of the special things that has happened involves the Sportsman’s Raffle. Late last year the Sportsman’s Raffle Committee decided to make a generous donation to retiring the debt to the WRWA Technology Center. This allowed us to pay off the mortgage early! This donation will allow us to bring even more training and other service to you, our members. We would like to thank all the vendors and the Sportsman’s Raffle Committee for their work and service to WRWA. Remember when you buy a ticket for a raffle prize that all the money comes back to the WRWA and on to you. Thank you to all the vendors that donate to our association. Without you we would look very different today!

2018 will bring some challenges to the association. The presidential agenda coming from Washington DC has zeroed out the funding for 2019. This doesn’t mean much since funding is determined by the Congress and Senate. We were actually zeroed out for 2018, but we actually received more money from DC than we asked for. This is because of the great support that we have fostered through the years with our local Congressman and Senators. They realize that we bring an essential service to you and through your letters of support, we can keep funding coming. Our National Office has maintained a very friendly working relationship in Washington DC, and that is due to your support.

A retiring workforce has also proven to be a challenge in 2018, but with the work WRWA is doing with Training and technical assistance, we should overcome this issue easily. We owe much of our success to the input and involvement of water & wastewater industry representatives on our committees and Board. If you’re interested, or have any questions on how you can become involved, please contact me, your Board member or the WRWA office. Have a great 2018, be safe in everything you do and enjoy the conference.

PRESIDENT’S MESSAGE
Welcome Everyone to the 2018 WRWA 30th Annual Technical Conference! The Rural Water Staff and Committees have been very busy getting ready for this year’s Conference and I would like to thank them for all the work they do. 2017 was our first year in La Crosse and even though it was a very successful conference, we did find that we had to make a few tweaks to our event. Thank you to all the people that made suggestions and helped us work out the logistics of these changes. We are always looking to improve the Conference and we welcome any suggestions you may have for the future.

By Ramon Knudtson

WRWA COMMITTEES

*denotes WRWA Board members

EXECUTIVE
*Ramon Knudtsson-Chairman
*Dean Bergstrom-Vice-Chairman
*Bob Stanislawski (Clintonville)
*Roger Freund (Rhineland)
*Dave Britsch (Plover)

AD-HOC
*Dave Britsch-Chairman
*Ramon Knudtsson-Vice-Chairman
*Roger Freund- (Rhineland)
*Bob Stanislawski (Clintonville)

FACILITIES
*Hershel Marks- Chairman
*Tom Tietz- Vice-Chairman
*Chris Jensen (Birnamwood)
*Mark Jerome (Drummond SD)
*Gene Larson (Black River Falls)

BOARD DEVELOPMENT
*Dean Bergstrom- Chairman
*Chris Jensen - Vice-Chairman
*Mark Jerome (Drummond SD)
*Dave Britsch (Plover)
*Tom Tietz (Cambria)

AWARDS
*Mark Jerome-Chairman
*Gayle Mathews-Vice-Chairman
*Chris Jensen (Birnamwood)
*Gene Larson (Black River Falls)
*Darrin Parsons (N. Fond du Lac)
*Matt Huston (Hydro Kleen)
*Annette Von Rueden (Johnson Creek)
*Joe Knieseley (Core & Main)
*Kevin Mraz (Algoma SD)
*Linda Kuhn (Amery)
*Jesse Claffin (B&M Technical)

EVENTS
*Gayle Mathews – Chairman
*Gene Larson - Vice-Chairman
*Hershel Marks (Boscobel)
*Tom Tietz (Cambria)
*Dave Dodge (Adaptar, Inc)
*David Jersens (Martelle Water Treatment)
*Michael Stoffel (Apexes Associates)
*Matt Huston (Hydro Kleen)
*Jim Ballantine (Badger Meter)
*Joe Kniessley (Carr & Main)
*Doug Gries (Ferguson-Davies)
*John Kniessley (Cranve Engineering)
*Jon Strand (CBS*)
*Bryan Unterweger (L.W. Allin)
*Todd Hanson (Sparta)
*Jesse Claffin (B&M Technical)

LEGISLATIVE
*Darrin Parsons-Chairman
*Dean Bergstrom- Vice-Chairman
*Roger Freund (Rhineland)
*Dave Magnusson (Horicon)
*Jaron Weaver (Lac Courte Oreilles)
*Bob Anderson (New Lisbon)
*Bob Berry (Adams)
*Keith Jereczek (Dodge SD #1)

TRAINING
*Bob Stanislawski- Chairman
*Hershel Marks- Vice-Chairman
*Gayle Mathews (Richland Center)
*Darrin Parsons (N. Fond du Lac)
*Mark Throow (Water Well Solutions)
*Jon Strand (CBS*)
*Patrick Harrington (Municipal Well & Pump)
*Scott Holzem (Wisconsin Dells)
*Bob DeMars (West Baraboo)
*Bob Berry (Adams)
*Brad Rueger (Fox Lake)
*Chuck Dodge (Core and Main)
*Jaron Weaver (Lac Courte Oreilles)
*Josh Hyndman (Mount Horeb)

Membership Committees

WRWA’s continued work on the state and federal level is a key part in representing our membership. Just as we do at the state level, NRWA representatives frequently testify before Congress on the effects of federal regulations on water/wastewater systems and the people you provide services to. If you have any issues you would like us to assist you with in dealing with regulatory agencies, please feel free to give us a call. And with that, I would like to announce that I will be retiring from the National Director position. This will be my last conference and I will be officially done after the National Conference in September in Fort Worth, Texas. I have enjoyed being a part of Wisconsin Rural Water Association and I would like to thank everyone who has supported Rural Water over the years.
**WRWA DONATIONS**

WRWA currently has seven different federal programs and three different state programs. Internal income and expenses come from such areas as membership dues, advanced training, events, advertising, interim finance, raffles and donations. WRWA has never focused on the donations aspect, so we wish to thank everybody that has donated either their time or money to WRWA.

The list of donations are too many to list here, but a short list of donors include:

<table>
<thead>
<tr>
<th>Sportsman’s Raffle</th>
<th>Fox Marquette Estates</th>
<th>Cochrane</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tony Kremm</td>
<td>Town of Fulton</td>
<td>Ettrick</td>
</tr>
<tr>
<td>Fredonia</td>
<td>Elcho SD</td>
<td>Geneva National</td>
</tr>
<tr>
<td>Hustisford</td>
<td>Seymour</td>
<td>Brooklyn</td>
</tr>
<tr>
<td>Neillsville</td>
<td>Drummond SD #1</td>
<td>Snug Harbor</td>
</tr>
<tr>
<td>Plainfield</td>
<td>Broklyn</td>
<td>Almena</td>
</tr>
<tr>
<td>Winter</td>
<td>Geneva National</td>
<td>Plainfield</td>
</tr>
<tr>
<td>Hustisford</td>
<td>New Auburn</td>
<td>Iron River SD #1</td>
</tr>
<tr>
<td>Bloomington</td>
<td>Rome</td>
<td>Lake Delton</td>
</tr>
<tr>
<td>Thorp</td>
<td>Waldo</td>
<td>Rome</td>
</tr>
<tr>
<td>Laona SD #1</td>
<td>Bayfield</td>
<td>Bloomington</td>
</tr>
<tr>
<td>Sister Bay</td>
<td>Three Lakes SD #1</td>
<td>Gresham</td>
</tr>
</tbody>
</table>

If you would like to further support WRWA with a donation of money, volunteer time or join the Water Industry Professionals, please call our office for more information.

**EXECUTIVE DIRECTOR’S REPORT**

by Chris Groh (Eau Claire)

2017 was a year for changes for Wisconsin Rural Water Association. The biggest being the retirement of Dave Lawrence and the honor for me to take over the Executive Director position of the Association. We also had to fill a few positions after a staff member left, which resulted in WRWA hiring Kay Curtin as Wastewater Trainer/Circuit Rider, shifting Jesse Hoss over to Wastewater Trainer/Circuit Rider, and hiring George Taylor for Small System Water Circuit Rider. These additions have left us in a strong position to serve our membership and offer more training and timelier stops.

Another large bit of news is that we have been able to pay off the mortgage for the WRWA Technology Center with a very generous donation from the Sportsman’s Raffle. This will save us enough money to be more financially stable and sustainable by this reduction of payments. We realize that this money came from operators at our Technical Conference and we wish to thank you for this support. The money you spend to win a raffle prize will always come back to help us help you. This extra financial security will be welcome and may lead to more training or services to our membership. We wish to thank everyone over the years that have donated to the Technology Center. Your support has enabled us to provide an asset to the entire membership of Rural Water.

Legislative issues have again been taken a large part of our time at WRWA. This year was the year of PSC 185. This legislation addresses many issues in our industry and will affect how we do our work. PSC 185 did not move much this year, but it will come along again in 2018. We scored a large victory with the Leading on Lead Act, which provides a means for a utility to help finance lead pipe removal from private property.

The success of our association would not be possible without the continued support of our membership. We currently have 668 communities, sanitary districts and tribal entities as system members. These members not only support us by paying membership fees, but also by supporting the professional development of their employees by allowing them to attend our training & events and serve on our committees & Board. We also have 327 individual Water Industry Professional members. These members support us by assisting at events, sponsoring our youth education programs and by raising money for scholarships. We are very thankful to each system and member for your support of Rural Water. Without you we would struggle to serve the entire state. We encourage any system or operator to join Rural Water and help support yourselves and others in the state working in the water/wastewater industry.

We also could not exist without the strong support of our 172 business members. They not only support us through paying membership dues, but also by purchasing vendor space at our events, donating prizes for our raffles, sponsoring our Expo, Golf Outing and Ice Fisheree; serving on committees and assisting us in providing presentations at training sessions. Remember that business owner time and money helps support your system and business.

2017 also brought a bit of concern for our Association. The current presidential administration had zeroed out the funding for USDA Rural Development (Loan and Grants) and along with it Rural Water. Through work with National Rural Water, we worked to restore funding for 2018. With your help we have enjoyed much support from our Congress (nationally) and still have much support going into 2018. As of now, once again these important programs have been zeroed out for 2019. With that, we will be asking you again for letters of support for us to present to our Congressional and Senatorial supporters. If Rural Water ever helped you out with a problem we would like to hear from you by way of a thank you letter. It’s amazing how a congressman will perk up when he sees a letter, signed by an operator or board member from his/her district! This is an invaluable thing you can do to keep us serving you and your fellow operators.

Personally, I would like to thank everyone for their support of Wisconsin Rural Water Association. Your support brings so many services to you and your fellow operators and systems. I would encourage any operator, board member, system manager or business owner to look at joining WRWA and help support the industry. We can be the largest group to help ourselves and Rural Water can lead the way into the future with your help. Please feel free to contact me with any questions or concerns.
Technical Assistance to operators of water and wastewater systems in Wisconsin is the backbone of our service to our membership. WRWA conducted 2,101 actual on-site technical assistance visits in 2017 in addition to over 5,700 phone calls to and from systems. WRWA currently has eight field staff providing on-site technical assistance to water & wastewater systems in the state. The breakdown in onsite Technical Assistance visits in 2017 was:

<table>
<thead>
<tr>
<th>Type</th>
<th>No. of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal Water</td>
<td>802</td>
</tr>
<tr>
<td>Municipal Wastewater</td>
<td>632</td>
</tr>
<tr>
<td>Sourcewater</td>
<td>108</td>
</tr>
<tr>
<td>OTM/NN Water</td>
<td>559</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,101</strong></td>
</tr>
</tbody>
</table>

WRWA technical assistance is provided in a number of areas, including:

**REGULATORY COMPLIANCE** - assistance in meeting both state and federal regulations including such areas as sampling & monitoring, monitoring site plans, monthly reporting, Consumer Confidence Reports, water conservation, and DSPS safety codes.

**UTILITY MANAGEMENT** - assistance in finding and applying for construction loans & grants, budgeting, record keeping, customer relations, water & sewer rates, human resources, wages and employee benefits.

**DISTRIBUTION** - assistance in solving distribution system problems such as line location, leak detection, valve exercising, hydrant maintenance & repair, conducting hydrant flow tests, troubleshooting water quality problems, inflow & infiltration, manhole rehabilitation, sewer line televising, pipe thawing, grease traps, smoke testing, cross connection control, jobsite safety, tower painting & inspection.

**TREATMENT** - assistance in troubleshooting water and wastewater control systems, treatment plant optimization, chemical addition equipment repair, advice on new treatment processes and treatment system monitoring.

**EMERGENCY RESPONSE** - assistance in all types of emergency situations including well problems, water contamination, loss of pressure, tornados, flooding, ice storms and severe winter conditions.

**SOURCEWATER PROTECTION** - assistance in completing wellhead protection plans, vulnerability assessments, potential contaminant inventories.

**SYSTEM OPERATIONS** - assistance such as compliance with DNR & PSC regulations, safety program development, ordinance templates, maintaining cross connection control programs and completing sustainability assessments.

**LOANER EQUIPMENT** - WRWA provides a wide variety of equipment for use by our membership. This saves communities the cost of having to purchase and maintain expensive equipment that they may only use occasionally or in emergency situations such as line locators, leak detectors, sewer cameras, valve turners, pumps, generators, flow testing, pipe thawers, pressure recorders, chemical feed pumps, portable samplers and dozens of other tools and pieces of equipment.

WRWA is the leading provider of training in the state of Wisconsin to those in the water and wastewater industries. In fact, the Wisconsin Rural Water Association is one of the leading trainers of water & wastewater system personnel in the nation.

In 2017, WRWA conducted a total of 191 training sessions and events. These were attended by 4,646 operators, managers, administrative personnel, plumbers and private business representatives. The training breakdown for 2017 was as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>No. of Sessions</th>
<th>Locations</th>
<th>Topics</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal Water Training</td>
<td>28</td>
<td>8</td>
<td>9</td>
<td>612</td>
</tr>
<tr>
<td>Municipal Wastewater Training</td>
<td>22</td>
<td>12</td>
<td>12</td>
<td>318</td>
</tr>
<tr>
<td>Safety Training</td>
<td>72</td>
<td>38</td>
<td>10</td>
<td>915</td>
</tr>
<tr>
<td>Management Training</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>111</td>
</tr>
<tr>
<td>OTM/NN Training</td>
<td>60</td>
<td>24</td>
<td>8</td>
<td>641</td>
</tr>
<tr>
<td>Events</td>
<td>4</td>
<td>2</td>
<td>56</td>
<td>2,049</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>191</td>
<td>89</td>
<td>100</td>
<td>4,646</td>
</tr>
</tbody>
</table>

The Wisconsin Rural Water Association offers ten different membership levels - one individual, six system levels and three business levels. WRWA's total membership currently stands at 1,167 members. The breakdown of membership numbers is:

**INDIVIDUAL MEMBERSHIP**

<table>
<thead>
<tr>
<th>INDIVIDUAL MEMBERSHIP</th>
<th>NO. OF MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Industry Professionals (WIP)</td>
<td>327</td>
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</table>

**SYSTEM MEMBERSHIP**

<table>
<thead>
<tr>
<th>SYSTEM MEMBERSHIP</th>
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</thead>
<tbody>
<tr>
<td>OTM/NN</td>
<td>82</td>
</tr>
<tr>
<td>Under 1,000</td>
<td>241</td>
</tr>
<tr>
<td>1,001 - 2,500</td>
<td>141</td>
</tr>
<tr>
<td>2,501 - 6,000</td>
<td>88</td>
</tr>
<tr>
<td>6,001 - 10,000</td>
<td>41</td>
</tr>
<tr>
<td>Over 10,000</td>
<td>75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>668</strong></td>
</tr>
</tbody>
</table>

**BUSINESS MEMBERSHIP**

<table>
<thead>
<tr>
<th>BUSINESS MEMBERSHIP</th>
<th>NO. OF MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate</td>
<td>96</td>
</tr>
<tr>
<td>Corporate</td>
<td>54</td>
</tr>
<tr>
<td>Corporate Gold</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>172</strong></td>
</tr>
</tbody>
</table>

WRWA's system members currently provide water and wastewater services to around 4 million Wisconsin residents.