

## WRWA BOARD OF DIRECTORS

### PRESIDENT

Dennis Wartgow (District 4) Park Falls

### VICE-PRESIDENT

Dave Fritsch (District 3) Plover

### SECRETARY/TREASURER

Dan Peterson (District 4) Woodville

### NATIONAL DIRECTOR

Roger Freund Rhinelander

### PAST PRESIDENT

Bob Anderson Brooklyn

### BOARD MEMBERS

Bob Stanislawski (District 1)	Clintonville
Tim Phelan (District 1)	Rhinelander
John Berg (District 2)	Milton
David Magnussen (District 2)	Horicon
Ray Knudtson (District 3)	Melrose
Gayle Mathews (District 5)	Richland Center
Neil Roen (District 5)	Blue River

## WRWA STAFF

Ken M. Blomberg – Executive Director  
Dave Lawrence – Assistant Director  
Sue Wojtalewicz – Chief Financial Officer  
Scott Giese – Training Supervisor  
Jeff LaBelle – Field Staff Supervisor  
Andrew Aslesen – Sourcewater Specialist  
Kim Carroll – Administrative Assistant  
Jesse Claffin – Wastewater Technician  
Chris Groh – Wastewater Trainer  
Patrick Harrington – Training Specialist  
Ed Hendzel – Municipal Water Circuit Rider  
Betty Kaye – Financial Assistant  
Janis Klismith – Management/Finance CR  
Renee Koback – Member Services Coordinator  
Ed Morse – Sourcewater Specialist  
Kelly Thomas – OTM/NN Water Circuit Rider  
David Tichinel – OTM/NN Water Circuit Rider  
Eric Van Laanen – OTM/NN Water Circuit Rider

Wisconsin  
**Rural Water**  
Association

2011

# STRATEGIC PLAN



## WRWA's MISSION

*“To assist our membership and the public they serve improve and preserve the quality and quantity of water resources in the State of Wisconsin.”*

350 Water Way, Plover, WI 54467, (715) 344-7778  
[wrwa@wrwa.org](mailto:wrwa@wrwa.org) [www.wrwa.org](http://www.wrwa.org)

**Quality**  
**On Tap!**  
Our Commitment | Our Profession

# GOALS FOR 2011 AND BEYOND

## ***VISION STATEMENT***

*“To remain the leader in training, technology and on-site assistance in the water resource industry.”*

The WRWA Board of Directors met in June of 2010 and held another in a series of strategic planning meetings.

To accomplish their vision, the WRWA will concentrate on the following priorities and action plans over the next few years.

## **TRAINING CENTER**

- New Operator Training
- Hands-On Training
- Certification Training
- Advanced Training

Time- Immediate to 3 years

Who - Training Facilities Committee Chair

## **CONSERVATION**

- Water
- Energy
- Affordability

Time- Within 12 months

Who -Membership/Legislative Com. Chairs

## **ANNUAL CONFERENCE**

- 10% Growth (Ind. Registrations)

Time- 1 to 5 yrs

Who – Conference Committee Chair

## **ASSOCIATE MEMBERS**

- 10% Growth

Time- 3 years

Who- Membership Committee Chair

## **LEGISLATIVE**

- New Regulations
- Lobbying
- State PAC

Time- Immediate

Who - Legislative Committee Chair

## **OUTDOOR EXPO**

- 10% Growth

Time- 3 years

Who - Expo Committee Chair

## **ON-SITE ASSISTANCE**

- Emergency Response
- Technical Experts

Time- Immediate

Who – Training Committee Chair

## **OUTREACH**

- Website
- Communication

Time- Immediate to 12 months

Who – Membership Committee Chair

## **NEW PROGRAMS**

- G.I.S.
- Municipal Board Manual
- Board Training

Time- Within 12 months

Who - Membership/Training Com. Chairs

**NOTE** – Executive Director and appointed staff are accountable for all action items in concert with committee chairs listed.