



# RURAL WATER

## 2016 ANNUAL REPORT

*WRWA Mission:  
"Assisting, educating and  
representing our members in the  
wise use of water resources"*

# Messages & Reports

## PRESIDENT'S MESSAGE

*By Ramon Knudtson (Melrose)*

After taking over as President of the WRWA Board of Directors in June of 2016, our Board and staff were busy addressing two main issues. First is the upcoming retirement of our current Executive Director Dave Lawrence at the end of 2017. The next was moving our conference to La Crosse

Understanding the important role the Executive Director plays in managing the affairs of the association, the WRWA Board spent considerable time developing a succession plan for filling this position. This included reviewing the job description including responsibilities, wages & benefits and developing a replacement timeline. Next came finalizing the new position description and job posting. Following that came establishing an interview committee to review the applications & resumes and conducting the interviews. Once all this was completed the committee recommended, and the Board approved, hiring Chris Groh as our next Executive Director. Chris has already started the transition into his new position and we're currently in the process of hiring someone to take his position of Wastewater Trainer on the WRWA staff. We're confident that Chris will do a great job in leading our organization into the future.

The other main issue we dealt with in 2016 was moving our conference to La Crosse this year. While most attendees don't realize it, there's a million-and-one details that go into planning an almost weeklong event. Once these details are set it's easier to plan for an event in the same location the following year. Our Events Committee and staff spent a great deal of time planning for this year's event, and the review process will continue during and after the event to make changes to improve things for next year's conference.

Finally, I'd like to extend an invitation to all our membership to help our association by serving on one of our committees. WRWA's motto has always been "systems helping systems", and 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.

## NATIONAL DIRECTOR'S REPORT

*By Roger Freund (Rhineland)*

In February, WRWA Executive Director Dave Lawrence and I traveled to Washington DC to meet with our elected officials, their staff and federal agency representatives. Our message to them was 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. In addition to our work at the Water Rally each year, we also continue to meet with legislators and their staff across the state throughout the year. These grassroots efforts are essential in keeping them informed of the issues facing Wisconsin's communities, water & wastewater systems.

With a New Congress and a New Administration, your association has taken steps to strengthen our DC representation of the membership. Keith Heard joined our DC office in representing rural water interests in the nation's capital. Keith's former position was Chief of Staff to Senator Thad Cochran, Chairman of the Senate Appropriations Committee. He has extensive political experience in Mississippi and nationally. In 2016, he was elected a Trump delegate to the Republican National Convention and was named to the Mississippi Top 50 for his career in politics.

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.

## EXECUTIVE DIRECTOR'S REPORT

By Dave Lawrence (Wisconsin Rapids)

First of all, I'm happy to report that once again 2016 was a very successful year for our association. We continued the success of our programs, events, training, technical assistance and loaner equipment through the support of our membership and the hard work of our Board, staff, committees and volunteers.

WRWA continued our goal towards financial stability and sustainability for our organization in 2016 by further reducing the debt on our \$1.2 million Technology & Storage Facility. Through donations and fiscally conservative initiatives we paid an additional \$126,000 off our principal balance. In addition to providing heated storage for our records and continually expanding inventory of loaner & emergency response equipment, this facility also includes our training center, wet labs for water and wastewater training and a large open heated area where larger equipment can be brought in for training in any weather at any time of the year.

Throughout the year, WRWA continued the expansion of our legislative efforts in support of our membership. This included work on legislation related to purchase of public utilities by private entities, phosphorus discharges & variances, groundwater & high capacity wells, requests for service by neighboring entities, PSC rule making, DNR funding and others. This work continues in 2017 with initiatives for utilities replacing lead service lines and charges for public fire protection.

One thing I'm especially proud of is our long-term commitment to customer service. We continue to advertise our phone & e-mail contact information of our employees and make every effort to personally answer every phone call, e-mail or text we receive. We also send out a quarterly magazine, weekly news & training updates and provide timely information and news on our website. This commitment to service led to WRWA winning a nationwide award for Excellence in Member Services in 2016.

The success of our association would not be possible without the continued support of our membership. We currently have 677 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 340 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 also could not exist without the strong support of our 177 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.

I want to thank all of you for your continued support of the Wisconsin Rural Water Association over the last year. Your support helps systems stay in compliance, keeps rates affordable, protects the environment and assures the health & safety of millions of Wisconsin residents.

If you have any concerns on our association, or have suggestions on ways we can better serve you and the water & wastewater industries, please let me know. I look forward to working with you in making 2017 another successful and productive year, not only for our association but also for you, your system, your community and your business.

THANK YOU ALL FOR  
YOUR CONTINUED  
SUPPORT OF THE  
WISCONSIN RURAL  
WATER ASSOCIATION  
OVER THE LAST YEAR.

# Technical Assistance, Training, & Membership

## WRWA TECHNICAL ASSISTANCE

Technical Assistance to operators of water and wastewater systems in Wisconsin is the backbone of our service to our membership. WRWA conducted 2,415 actual on-site technical assistance visits in 2016 in addition to over 6,000 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 on-site Technical Assistance visits in 2016 was;

**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, job site safety, tower painting & inspection.

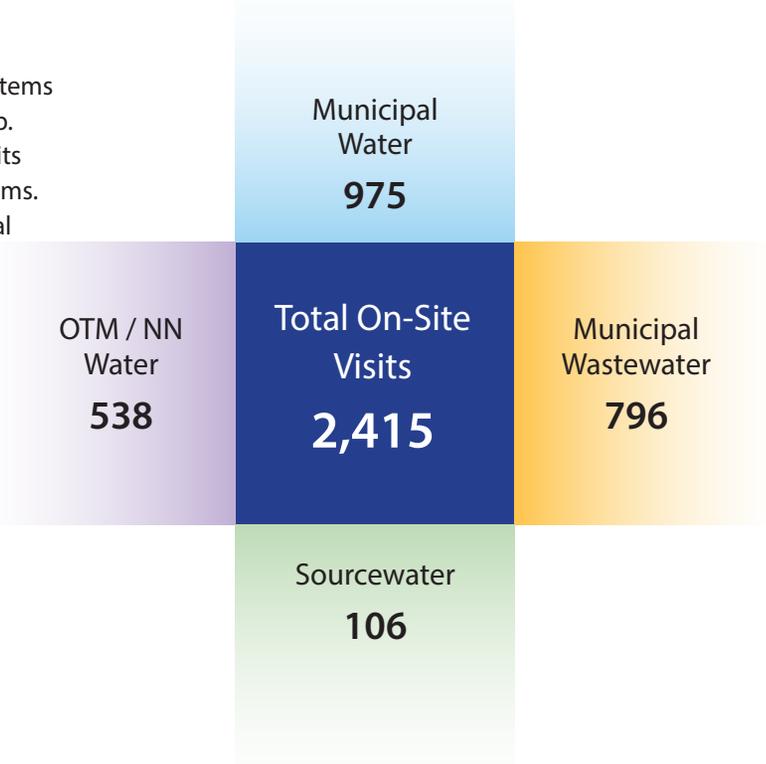
**Treatment** - assistance in troubleshooting water and wastewater control systems, treatment plant optimization, chemical addition equipment repair, advice on new treatment processes and treatment system monitoring.

**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 TRAINING

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 2016, 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 2016 was as follows:

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

## WRWA MEMBERSHIP

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 *1,194 members*. The breakdown of membership numbers is shown to the right.



Individual Membership	No. of Members
Water Industry Professionals (WIP)	340
System Membership	No. of Members
OTM/NN	85
Under 1,000	243
1,001 - 2,500	143
2,501 - 6,000	88
6,001 - 10,000	41
Over 10,000	77
	<b>677</b>
Business Membership	No. of Members
Associate	97
Corporate	55
Corporate Gold	25
	<b>177</b>

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

# Income, Expenses, & Committees

## WRWA INCOME AND EXPENSES

WRWA has a somewhat complex budgeting and accounting system due to the fact that the association receives funding from a variety of internal sources as well as state and federal grants. 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's accounts have undergone financial audits every year since 1988 and follow generally accepted accounting methods. The WRWA Board approves an annual budget and all monthly financial statements are approved by the Executive Committee. Financial records and audits are kept on file and are available for inspection at the WRWA state office.

### Sources of Income 2016

#### WISCONSIN RURAL WATER ASSOCIATION INCOME

Grants	42.61%
Membership dues	18.12%
Other	13.78%
Events	13.24%
Training	9.12%
Advertising	3.13%

### Expenses 2016

#### WISCONSIN RURAL WATER ASSOCIATION EXPENSES

Salaries	31.09%
Indirect	18.48%
Employee Benefits	13.80%
Events	12.60%
Travel	9.37%
Other	6.68%
Training	4.79%
Depreciation	3.19%

## WRWA COMMITTEES

### BOARD COMMITTEES

#### EXECUTIVE

- \*Ramon Knudtson-Chairman
- \*Dean Bergstrom- Vice-Chairman
- \*Bob Stanislawski (Clintonville)
- \*Roger Freund (Rhineland)
- \*Dave Fritsch (Plover)

#### FACILITIES

- \*Hershel Marks- Chairman
- \*Darrin Parsons- Vice-Chairman
- \*Chris Jensen (Birnamwood)
- \*Mark Jerome (Drummond SD)
- \*Gene Larson (Black River Falls)

#### AD-HOC

- \*Dave Fritsch –Chairman
- \*Ramon Knudtson –Vice-Chairman
- \*Roger Freund- (Rhineland)
- \*Dave Magnussen (Horicon)
- Dennis Wartgow (Park Falls)

#### BOARD DEVELOPMENT

- \*Dean Bergstrom- Chairman
- \*Bob Stanislawski- Vice-Chairman
- \*Mark Jerome (Drummond SD)
- \*Dave Fritsch (Plover)
- \*Chris Jensen (Birnamwood)

### MEMBERSHIP COMMITTEES

#### 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 Klean)
- Annetta Von Rueden (Johnson Creek)
- Joe Kniseley (HD Supply Waterworks)
- Kevin Mraz (Algoma SD)
- Katie Gruber (B&M)
- Linda Kuhn (Amery)

#### EVENTS

- \*Gayle Mathews – Chairman
- \*Dave Magnussen- Vice-Chairman
- \*Gene Larson (Black River Falls)
- \*Hershel Marks (Boscobel)
- Dave Dodge (Adaptor Inc)
- David Jensema (Martelle Water Treatment)
- Sue Leith (Ayres Associates)
- Matt Huston (Hydro Klean)
- Jim Ballantine (Badger Meter)
- Dora Lee Piering (Energenecs)
- Joe Kniseley (HD Supply Waterworks)
- Doug Gries (Ferguson-Davies)
- Katie Gruber (B & M Technical Services)
- John Kampert (Crane Engineering)
- Rob Nelson (Mauston)
- Todd Hanson (Sparta)

#### LEGISLATIVE

- \*Dave Magnussen- Chairman
- \*Dean Bergstrom- Vice-Chairman
- \*Roger Freund (Rhineland)
- Dennis Uecker (Hustisford)
- Jason Weaver (Lac Courte Orielles)
- Bob Anderson (New Lisbon)
- Bob Berry (Adams)
- Keith Jereczek (Dodge SD #1)

#### TRAINING

- \*Bob Stanislawski- Chairman
- \*Hershel Marks- Vice-Chairmen
- \*Gayle Mathews (Richland Center)
- \*Darrin Parsons (N. Fond du Lac)
- Mark Thurow (Water Well Solutions)
- Jon Strand (CBS<sup>2</sup>)
- Patrick Harrington (Municipal Well & Pump)
- Scott Holzem (Wisconsin Dells)
- Bob DeMars (West Baraboo)
- Rob Nelson (Mauston)
- Bob Berry (Adams)
- Brad Ruenger (Fox Lake)
- Chuck Dodge (Advanced Drainage Systems)
- Jason Weaver (Lac Courte Oreilles)

*\*denotes WRWA Board Members*

## WRWA BOARD OF DIRECTORS

### President

Ramon Knudtson (District 3) Melrose

### Vice-President

Dean Bergstrom (District 4) Cumberland

### Secretary/Treasurer

Bob Stanislowski (District 1) Clintonville

### National Director

Roger Freund (District 1) Rhinelander

### Past President

Dave Fritsch (District 3) Plover

### Board Members

Chris Jensen (District 1) Birnamwood

Dave Magnussen (District 2) Horicon

Darrin Parsons (District 2) N. Fond du Lac

Gene Larson (District 3) Black River Falls

Mark Jerome (District 4) Drummond SD

Gayle Mathews (District 5) Richland Center

Hershel Marks (District 5) Boscobel

## WRWA STAFF

Dave Lawrence - Executive Director

Sue Wojtalewicz - Chief Financial Officer

Jeff LaBelle - Technical Assistance Director

Scott Giese - Education Director

Andrew Aslesen - Sourcewater Specialist

Jesse Clafin - Wastewater Circuit Rider

Chris Groh - Wastewater Trainer

Jesse Hass - OTM/NN Water Circuit Rider

Ed Hendzel - Municipal Water Circuit Rider

Janis Klismith - Administrative Assistant

Renee Koback - Member Services Coordinator

Kelly Thomas - OTM/NN Water Circuit Rider



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[www.wrwa.org](http://www.wrwa.org)