

MARCH 2020

## Executive Director's Message: Jeff Beiriger

### Things Are Gearing Up...

The Winter Conference is behind us and, like everything that happens annually, is ahead of us too. We've announced the dates for the 2021 Winter Conference – January 14-15 at Chula Vista – and we hope to see you then. But what happens between now and then....



There is a lot going on as the final days of the legislative session wind down. George Klaetsch will give you the details in his legislative update (sent separately from this newsletter), but his work on behalf of the industry doesn't stop when the session ends. WOWRA works both to advance and defend the industry's interests on topics like plan review, code, licensing, grant funding, and more. It's valuable work and it never stops.

Another thing that never stops is the need for quality education. Yes, licensed plumbers need continuing education, but we need to have a higher goal in mind than collecting 6, 12, or 24 hours during a license cycle. Let's say you took the journeyman license examination twenty years ago. Could you pass that examination again today?

When I ask that question during continuing education classes, a few will answer that they could, but most answer honestly that they couldn't. Consider that for a moment. Nobody has worked harder to earn the right to be the guardian of the plumbing code and public health and safety than the State's licensed plumbers. But with that right comes a responsibility to maintain our skills at a high level. That's why we offer important training programs about the code, soils, inspections, maintenance, safety, and more. There are a lot of great product-related training programs out there, and we encourage plumbers to take them. But consider the foundation first. Commit to taking half of your hours on core subjects, like the code, and supplement them with product training. And if you see a great program and already have the required hours you need, attend the class anyways. It's education you should be after, first and foremost, and not hours.

With the season in full swing, we know that it's hard to break away for programs, no matter how appealing they may be. And that's OK. We'll run a program or two, but really focus on the late Fall, when things slow a little for most companies.

*Continued on page 2*

### INSIDE THIS ISSUE:

Executive Director's Letter	1-2
Government Relations	2
2021 Conference	2
Safety Matters	3
Wisconsin Fund	3
NOWRA Benefits	4
Marketing Ideas	5
NOWRA Online Training	6
By the Numbers	6
Septic System Order Form	7
WOWRA Membership	8
2020 Business Promotion Program	9
From our Sponsors	10-11
Quotable	11
WOWRA Board	12

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WOWRA is also busy promoting the industry and our members. Our POWTS Evaluators are a valuable resource that people discover on our website. Our homeowner publications are a valuable tool you can use to educate consumers about their septic systems. Our links with other industry organizations, including NOWRA, our national association, keep us in touch with emerging issues in our trades.

As always, thank you to our members for your support. If you're not a member yet, let's talk. Invest in yourself, your company, and your industry. It's a small investment with a big return....



Jeffrey J Beiriger  
Executive Director

## Where's the Government Relations Report?

There's a lot going on and WOWRA has you covered. Our goal is to highlight the work we do, every day, for you and the industry in a stand-alone publication. So, the government relations report is now being sent to you separately. Look for this additional communication each month from WOWRA, providing news and insights on the issues affecting our industry – licensing, plan review, executive orders, legislation, court rulings, code committees, technical advisory committees, study groups and task forces, elections and more.



## Joint Winter Conference 2021

It's not too early to mark these dates for our Joint Winter Conference for 2021:

**2021**  
**Joint Winter Conference**  
**Thursday, January 14 – Friday, January 15**  
**Chula Vista Resort | Wisconsin Dells, WI**

We'll have keynote speakers, breakout session, an exhibit hall, and networking events, all planned with YOU in mind. Come for one day or come for both. Extend your stay on Friday and enjoy some time with your family too! Chula Vista offers great value, a huge waterpark, one of the best steakhouses in America, and more. Hold the dates and look for more information mid-year....

**Do you have a topic or speaker that you'd like to hear at the Conference?**

**Are you interested in exhibiting, sponsoring, or presenting?**

**Give us a call at (888) 782-6815!**

## Safety Matters

Spring will be here soon and with it another busy construction season. Even as work in our industry picks up, we'll be seeing a lot of orange barrels on the roads again. This is a good time (and there's really no bad time) to revisit the topic of distracted driving....

How often do you consider that there are far more serious consequences to unsafe driving than just getting ticketed? In most states, if you killed or injured someone because of distracted driving or playing a role in a road rage incident, you could be criminally charged. If that's not bad enough, these risky driving behaviors also put your loved ones in harm's way, whether or not they are even in the vehicle with you.

Think about it: What would your loved ones do if your behind-the-wheel conduct resulted in your being seriously injured or killed in a car crash, or you are sent to prison because your actions contributed to another's injury or death? Bottom line: Poor driving decisions could ruin your freedom and tear your family apart.

At some point, everyone has made a poor driving decision: speeding to make up for lost time, reading an incoming text message, driving when too tired, or letting emotions take over when encountering a "crazy" driver.

The majority of all auto crashes can be traced back to four driving behaviors: Speed, Attention, Fatigue, and Emotion. Risky driving habits typically develop over time and can be hard to break. Keeping these factors – speed, attention, fatigue and emotions – in mind can help you overcome the temptation to engage in behind-the-wheel conduct that puts you and others in danger.

Before each trip:

- Give yourself ample time to get where you're going. Not only does it feel good to be early and not rushed, you can significantly reduce your chances of being involved in a crash.
- Make a commitment to pay attention to the task at hand, mentally and physically. Be on the lookout for inattentive drivers and drive defensively.
- Get enough rest to help ensure peak mental awareness so you can react to hazards that may require split-second maneuvers.
- Remain in control of your emotions and act responsibly. Put space between you and motorists whose actions aren't sensible.

Please make it home safely today and every day!

## Wisconsin Fund – A Reminder

While most of you are familiar, it's helpful every now and again to provide a reminder about the Wisconsin Fund, a program that provides grants to homeowners and small commercial businesses to help offset a portion of the cost for the repair, rehabilitation, or replacement of existing failing Private Onsite Wastewater Treatment Systems (POWTS). WOWRA has worked hard over the last several years to continue and increase allocations to the Wisconsin Fund and to review the eligibility requirements.

Currently, eligibility is based upon several criteria, including household income and age of the structure. 67 counties out of Wisconsin's 72 counties, the City of Franklin, and the Oneida Tribe of Wisconsin participate in the program. County government officials assist interested individuals in determining eligibility and in preparation of grant applications.

More information is available by clicking [HERE](#).

# NOWRA Benefits

At WOWRA's Annual Meeting, we had the opportunity to hear about the many things that NOWRA – our national association – is doing to support our industry. Here's a partial list of what they do to support us all. We encourage you to learn more and be a part of both your State and National associations.

## Representation in Washington and in Your State

NOWRA is working to secure legislative and policy changes which foster expanded use of onsite and decentralized technology and which can help the industry address the policy, management, and financial issues caused in large part by neglect at the federal level. In 2014, NOWRA established a strong lobbying presence in Washington intended to increase our industry's share of new construction from 30% to 35%, secure more federal funding to address challenges facing the industry, and get EPA to change policies which discriminate against our industry.

## Septic Locator

Every NOWRA member receives a free listing on the [Septic Locator](#), the only national, searchable directory of providers of onsite wastewater management services. Your listing is controlled by you -- you can change contact information, services offered and other information in real time. Coming soon you will have the chance to enhance your listing as well.

## Errors & Omissions Insurance for Designers and Inspectors.

NOWRA partnered with [The Powderhorn Agency](#), to endorse their [Errors and Omissions insurance coverage](#) for Septic Systems Designers and Inspectors. If your design or inspection work is primarily residential, you may find this coverage to be significantly less expensive than similar coverage from your insurance carrier.

## Pro-Sept Residential Septic Repair and Replacement Plan

You can help your customers protect themselves against catastrophic septic repairs or system replacement by recommending they consider the [Pro-Sept warranty program](#). You help yourself at the same time, as NOWRA members earn \$30 for each customer referral.

## Onsite Journal

NOWRA has resumed publication of the *Onsite Journal* magazine. This 4-color magazine offers useful

information about national developments affecting onsite wastewater, reports from state affiliates and industry vendors, and updates on NOWRA programs and services of interest. Published quarterly.

## Continuing Education Opportunities

NOWRA has established the Installer Academy as the national educational entity for the decentralized wastewater industry to ensure that quality training programs are available for all industry practitioners. By participating in NOWRA's Education Programs, members gain a learned foundation that continuously builds personal and professional opportunities. NOWRA has an extensive [Online Learning Academy](#), a continuing education option for members to obtain the CEUs they need to stay in business. **All of NOWRA's online courses have been approved for continuing education credits in Wisconsin!**

## Resource Library

[NOWRA's Resource Library](#) is intended to be a one-stop portal to help you identify critical information online which can help you manage your business. Published industry research, How-to manuals, regulations, financing, public outreach materials, and archived training materials are among the valuable items contained in this always growing library.

## Onsite Wastewater Mega-Conference

Since 2015, NOWRA has held its annual conference in conjunction with various state affiliates organizations, teaming up to offer the Onsite Wastewater Mega-Conference -- the largest national conference and trade show solely dedicated to onsite wastewater business. For details on recent Mega-Conference's visit [NOWRA's Education and Training section](#) on the website.

## Leadership

NOWRA provides all members with opportunities to have a voice in its affairs. Whether you express that by voting in NOWRA's Board of Directors elections, participating in our Annual Meeting, commenting on proposals, volunteering your time on a committee or task force, or simply sharing your views with a board member, NOWRA welcomes and encourages your involvement in our activities. The greater the involvement of its members, the stronger our industry becomes, and the better we are able to work to positively shape its future.

# Marketing Ideas for Onsite Professionals

Eric Casey, Executive Director

National Onsite Wastewater Recycling Association

How's business for you? Hopefully it's good, or at least improving, but if you aren't getting the results you want, you might wish to look at how you're marketing your services. Perhaps it's time to shake things up a bit.

There are several ways to approach how you market your business. In fact, there are so many they are really beyond the scope of a single column, so this is part one of a 3-part series of marketing tips for onsite industry businesses. The focus here will be on electronic marketing, but before doing so, a few words about the importance of having a marketing plan.

People don't plan to fail; they fail to plan. The first and most important component to effectively marketing your business is to have a plan of action -- in writing. A good marketing plan doesn't need to be fancy or elaborate. One page will probably do it, but it does need to contain the following elements:

- Define your objectives. Is your goal to increase new installation business? Repair and replacement? Keeping existing customers? Promoting a new service? Each question will likely generate a different set of goals for you.
- Marketing budget and a timeline of activities you will pursue. Your marketing budget doesn't need to be large. However, as a rule of thumb, the less money you spend means a greater investment of time on your part. If your budget doesn't have a monetary component, make sure it reflects the time you need to invest to make it effective.

When writing your plan, think about what you will do to evaluate its effectiveness. A marketing plan is not a static document. Each time you draft one, it should build on the successes created from the previous one.

## Online marketing tactics for you to consider.

Website. If you don't have a website, for many people, you don't exist. This is especially true for Generation X, which grew up online and is rapidly becoming the largest segment of new homeowners. More people use Google to research products and services than any other method. Setting up a website today is cheap and easy. No special programming knowledge is necessary; everything you need to have a web presence can be done via point and click of a mouse. Companies like

GoDaddy and Intuit offer low cost options, as little as \$5/month. WordPress lets you build a website for free.

Facebook. Setting up a Facebook page for your company is a great way to stay connected to your current customers. It doesn't cost anything, but it does require regular attention to keep your name in front of your followers. Not sure how you might use such a page? Lots of septic companies already have Facebook pages and the good ones have many followers. Simply type "Septic" into the search box at the top of any Facebook page and you will get literally hundreds of results -- and ideas of strategies which might work for you. Facebook also has good information to help small businesses make the most of their pages.

E-mail. This can be an effective and inexpensive method for reaching both current and potential customers. Building a good email list takes time, but as your list grows, your results should generate increasing numbers of inquiries. There are many ways to use email to keep current customers and get new business:

- Create a newsletter. This doesn't need to be fancy, but it does need to contain news. The more you can provide your reader with information that is interesting and useful to them, the more effective it will be.
- Send out consumer focused articles on maintenance, what is and isn't flushable, landscaping, etc. Another useful tactic here is send an email when weather events such as freeze, drought or floods are affecting your customers' systems.
- Reminders about scheduling service calls, maintenance visits, contract renewals.
- Thanking your customers for their business -- and perhaps asking them to recommend you to their neighbors or forwarding a helpful email to them.
- Promoting new services, awards your company receives, company milestones, etc.

One key to effective email mail is to not overuse it. A quarterly message won't turn off many people; daily emails probably will. Also, always offer a way to unsubscribe from your mailing list.



# Online Training Opportunities Approved for Credit in Wisconsin



Whether you are new to the onsite/decentralized industry or continuing your professional development, you have come to the right place for septic system related education!

Taught by experts in the industry, NOWRA's Academy offerings cover the fundamentals of the profession as well as advanced training in multiple topics. Offerings include those developed from a national perspective and those meeting specific state requirements.

The courses included can be taken at a discounted rate as a WOWRA/NOWRA Member or at a higher rate as a Non-Member of NOWRA. You can become a member of NOWRA by joining WOWRA. These course have been approved for DSPS continuing education for master plumber, journeyman plumber, master plumber restricted service, journeyman plumber restricted service, commercial and UDC plumbing inspector, POWTS inspector, POWTS maintainer, and soil certification tester.

Available course are shown below. You can receive credit for each unit or for the entire program. Find out more at <https://www.pathlms.com/NOWRA>.

Treatment Overview (1.5 Hours Credit)

Wastewater Characteristics (1.5 Hours Credit)

Soil and Site Evaluation (1.5 Hours Credit)

Soil Based Gravity and Pressure Distribution (1.5 Hours Credit)

Pumps and Controls (1.0 Hours Credit)

Operations and Maintenance (1.0 Hours Credit)

A to Z Overview (8 Hours Credit)

## By the Numbers—Fishing Season Is Coming Soon!

**23**

The percentage of Wisconsin residents who purchase a fishing license each year.

**150**

The number of fish species that are native to the Great Lakes.

**25 million**

The estimated number of trout and salmon in Lake Michigan, plus or minus 2 million for annual fluctuation.

**1.7**

Based on the size of Lake Michigan, there are about 1.7 trout and salmon per 1 surface acre of water.

**61.5**

The size, in inches, of a muskie landed in Minnesota last Summer, beating the world record of 60.25 inches. Though bigger, the fish didn't qualify for the record because it was landed by DNR biologists who were shocking a northern Minnesota lake as part of a project to count walleye. The record muskie remains one of 60.25 inches, weighing 67 pounds, 8 ounces, caught by Cal Johnson in 1949 at Lake Court Oreilles near Hayward.

# Order Your Septic System Operation & Management Booklets

## Order Form

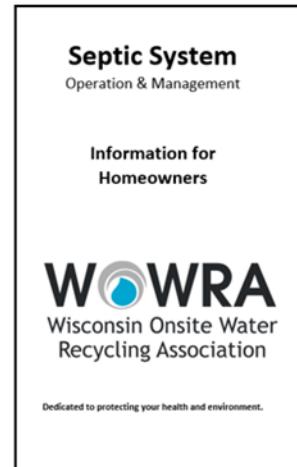
### WOWRA Homeowner's Manual

The WOWRA Homeowner's Manual is a great tool for onsite professionals to provide customers with information on their septic system!

The manual includes information on septic system operation and management and provides answers to frequently asked questions.

Manuals are available for purchase for \$0.75 per manual plus shipping (varies by quantity).

Questions? Contact the WOWRA office at 888/782-6815 or [info@wowra.com](mailto:info@wowra.com).



To purchase, complete the form below and return to WOWRA.

Company Name \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_ Quantity x \$0.75 = \$ \_\_\_\_\_.00 (+ Shipping)

**By Check: Payable to WOWRA**

**By Credit Card:**

Name on Card \_\_\_\_\_

Type of Card       MasterCard     Visa     AmEx     Disc

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Billing Address \_\_\_\_\_

**Send to:**      WOWRA  
P.O. Box 833  
Germantown, WI 53022  
Email: [jeff@assocmgmtservices.com](mailto:jeff@assocmgmtservices.com)  
FAX: 888/287-4116

# WOWRA Membership



## 2020 WOWRA MEMBERSHIP APPLICATION

***STOP! For faster service and to pay by credit card,  
please register & pay on-line at [www.wowra.com](http://www.wowra.com).***



### **MEMBERSHIP RATES**

**PLEASE NOTE:** Approximately 25% of your annual WOWRA dues are spent on lobbying related issues. This 25% may not be deducted from your taxes as a business expense. Please contact your tax consultant for further information.

**\$230 (1 person)**

Full Member

**\$115 (unlimited)**

Employees of a Company  
with a Full WOWRA member.

**\$75 (State dues only)**

Govt. Personnel or  
those with indirect interest  
in the onsite industry.

**\$110 (State + NOWRA Dues)**

Govt. Personnel or  
those with indirect interest  
In the onsite industry.

**Full Member:** This person will be listed first on all publications. Please note any edits (print clearly).

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Member Type: \_\_\_\_\_ Rate: \$\_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ County: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Circle the counties you work in. Needed for Website Directory.**

Adams	Calumet	Door	Grant	Juneau	Manitowoc	Oconto	Portage	Sawyer	Washburn
Ashland	Chippewa	Douglas	Green	Kenosha	Marathon	Oneida	Price	Shawano	Washington
Barron	Clark	Dunn	Green Lake	Kewaunee	Marinette	Outagamie	Racine	Sheboygan	Waukesha
Bayfield	Columbia	Eau Claire	Iowa	La Crosse	Marquette	Ozaukee	Richland	Taylor	Waupaca
Brown	Crawford	Florence	Iron	Lafayette	Menominee	Pepin	Rock	Trempealeau	Waushara
Buffalo	Dane	Fond du Lac	Jackson	Langlade	Milwaukee	Pierce	Rusk	Vernon	Winnebago
Burnett	Dodge	Forest	Jefferson	Lincoln	Monroe	Polk	Saint Croix	Vilas	Wood
									<b>ALL COUNTIES</b>

**Services Provided (Check all that apply):**  Installer  Pumper  Designer  Inspector

Regulator  Educator  Soil Scientist  Soil Tester  Excavator  Manufacturer  Supplier  POWTS Evaluator

POWTS Maintainer  Plumber  Surveyor  Other: \_\_\_\_\_

**Additional Member #1:** (Please list any additional members on separate sheet with all contact information)

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Membership Rate: \$ 115

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Counties you work in: \_\_\_\_\_

**Additional Member #2:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Membership Rate: \$ 115

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Counties you work in: \_\_\_\_\_

**Additional Member #3:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Membership Rate: \$ 115

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Counties you work in: \_\_\_\_\_

**Total Due:** First WOWRA Membership \$        + \$        (        Additional WOWRA Memberships @ \$115 each) =

Check enclosed (Payable to WOWRA)

**TOTAL Amount:** \$       

Please mail to: WOWRA | PO Box 833 | Germantown, WI 53022

# Business Promotion Program



Wisconsin Onsite Water  
Recycling Association

## Business Promotion Offer Your *Best Value* for 2020

WOWRA is pleased to offer a simple way to cover all of your promotional activities for 2020. Select the package that works for you! Some including a membership (\$230 value), a Joint Conference exhibitor booth (\$500 value), tabletop displays at our seminars (4+ at \$200 each); advertising in the monthly newsletter to the industry (\$1,200, \$700, \$500, \$300 value, depending on size of ad), ad/link from website (\$300 value), and published press releases (\$50 each).

	<b>Platinum Promotional Package</b>	\$2,500
Platinum	<ul style="list-style-type: none"><li>• 2020 Membership</li><li>• Joint Conference Exhibit Booth</li><li>• Tabletop at WOWRA Seminars</li><li>• Full-page ad (8½ x 11) in monthly WOWRA News</li><li>• Up to 4 press releases in WOWRA News</li><li>• Link on the WOWRA Website to your website</li></ul>	
Gold	<b>Gold Promotional Package</b> <ul style="list-style-type: none"><li>• 2020 Membership</li><li>• Half-page ad (8½ x 5½) in WOWRA News</li><li>• Tabletop at WOWRA Seminars</li><li>• Up to 2 press releases in WOWRA News</li><li>• Link on the WOWRA website to your website</li></ul>	\$1,500
Silver	<b>Silver Promotional Package</b> <ul style="list-style-type: none"><li>• 2020 Membership</li><li>• Quarter-page ad (4¼ x 4½) in WOWRA News</li><li>• 1 press releases in WOWRA News</li><li>• Link on the WOWRA website to your website</li></ul>	\$900
Bronze	<b>Bronze Promotional Package</b> <ul style="list-style-type: none"><li>• Eighth-page page ad (2½ x 3½) in WOWRA News</li></ul>	\$400

*This is a great opportunity to promote your business to your target audience! There's simply no better value for those interested in reaching the POWTS industry.*

**BONUS:** You'll receive the appreciation of the industry! We appreciate the value you bring through information about products and services that can save time and money. We also appreciate your support for and commitment to WOWRA and the work we do to protect and advance the industry – something that benefits all of us!

Questions? Contact us at 888-782-6815 or [info@wowra.com](mailto:info@wowra.com).

**Click Here to Sign Up**

# Quality is a standard, not an extra.



Wieser Concrete provides superior septic/holding tank wastewater solutions with innovative, cost-effective, and high-quality precast products our customers can count on.

**UNIFORM QUALITY** — Precast tanks from Wieser are manufactured in a controlled environment ensuring consistent quality and structure.

**STRENGTH** — Wieser tanks are structurally engineered and utilize post-tensioning to ensure strength and durability.

**PROVEN PERFORMANCE AND DESIGN** — Wieser Concrete has been manufacturing precast concrete tanks since 1965. Wieser tanks are designed with strength and durability in mind and continue to be the choice of contractors who demand outstanding performance and consistent design for their projects. Wieser tanks are vacuum-tested, watertight structures that guarantee maximum service and longevity.

**RAPID INSTALLATION TIME** — Unlike poured-in-place, Wieser precast tanks do not have to wait to cure on the job site. Wieser structures can be set when needed and construction can continue without delay.



# WIESER CONCRETE

Contact us:

(715) 647-2311

[wieserconcrete.com](http://wieserconcrete.com)

# Protection that matters



Count on EMC® and Nolan Insurance Agency, LLC, to protect the Wisconsin liquid waste industry with the right coverages. We offer:

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800-266-6526  
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## EMC Milwaukee Branch

16455 W. Bluemound Road  
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## Quotable

“No person may engage in or work at plumbing in the state unless licensed to do so by the Department.”  
~ Wis. Stats. § 145.06

“If I had my life to live over again, I’d be a plumber.”  
~ Albert Einstein

“If you consider the contribution of plumbing to human life, the other sciences fade into insignificance.”  
~ James P. Gorman

“Acting is not an important job in the scheme of things. Plumbing is.”  
~ Spencer Tracy

# WOWRA Board of Directors (2020/2021)

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