

FALL
2013

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Coming Events

Board Meeting
Teleconference
October 30th

WOWRA News

2014 MEMBERSHIP RENEWAL

Thank you to current members for your continued support and active participation in the endeavors of the WI Onsite Water Recycling Association. As you know, an association is only as strong as its members. The only way to build, grow and continue our 2013 successes is to have a strong and engaged 2014 membership so **please complete and return the enclosed 2014 membership application today (2013 WOWRA Memberships expired October 1st)!**

As an extra incentive, membership renewals received (with payment) by the Madison WOWRA office on or before October 30, 2013 will be automatically entered to win one complimentary registration to the 2014 Winter Conference on January 30, 31 and February 1(a \$120 value)!

Also, new this year is the "WOWRA Membership Referral Program" – recruit 5 new members and get your 2014 membership FREE!

In order to focus on 2014, we must first reflect on a very busy 2013. Here are a few highlights:

- Access to 2013 WOWRA programming **totaling 61 CE credits**
- Informative and productive **Joint Winter Conference**
- First ever WOWRA **"Rejuvenate a Family Day"** attended by DSPS
- Secretary Dave Ross & State Senator Joe Leibham
- Held **POWTS Evaluator Course** resulting in 10 new certified evaluators!

Additional Benefits of Membership:

- Receipt of bi-weekly e-newsletter and Quarterly WOWRA News
- Opportunities to advertise in all WOWRA publications.
- Discounted rates to WOWRA conferences and CE Programs featuring speakers from government agencies as well as industry experts.
- Government Relations updates to keep you informed
- A voice representing WOWRA before Regulators and Legislators
- Networking opportunities with peers to share ideas and troubleshoot.

We hope that you have found WOWRA to be a valuable resource for you and your business and choose to renew your membership. It is with your support that we have been able to successfully work on many important issues affecting our industry within the past year. Thank you for all your past involvement over the years with WOWRA.



Wisconsin Onsite Water Recycling Association
Membership Application
2014

Return with payment by
October 30 and be entered to win
a **FREE** admission to the Winter
Conference (\$120 value)!

Your information will appear on the online membership page exactly as it is printed here. **Please print clearly.**

Company Name: _____

Company Representative's Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

County: _____ Phone: _____ Fax: _____

E-mail address: _____

(required for all WOWRA online activities such as membership renewal and program registrations)

Website: _____

NEW MEMBER? Who were you referred by? _____

(Name of Individual—one name only)

Please Select MEMBERSHIP OPTION(s):

_____ **Full Member—\$200/year**

Any person directly involved in the onsite industry, including installers, soil testers, designers, manufacturers and/or suppliers.

_____ **Additional Member—\$100 for each individual member/year**

Available only to those who are employees of a company that already has a Full Member in WOWRA.

_____ **Associate Member—\$65/year state dues only or \$95/year state & NOWRA dues**

(NOWRA is our National Trade group, representing our interests at a federal level.)

Government personnel or anyone with an indirect interest in onsite disposal wishing to support the association. FYI Non-voting member .

Please make checks payable to WOWRA and mail with the completed form by Dec 31 to:

10 East Doty St, Suite 523

Madison, WI 53703

or

NEW!

to pay online please visit www.wowra.com

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

WOWRA Office

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President's Message

Friends,

What a year we are having. We're still basking in the success of Rejuvenate a Family Day and a very successful POWTS Evaluator Class in Crandon. I personally would like to thank Rick Apfel and Sue Schambureck for taking time out of their busy schedules to teach the course. Thank also to our sponsors Petersen Products, Wieser Concrete, and Hart Travers and Associates, and board members Len LaFrenier, Steve Jentges, and Roger Fanning for their behind the scenes work. Lastly without the efforts of team KPAS (Klaetsch Public Affairs Strategies) the course would never have gotten off the ground. Great job everyone!



As we move forward and wrap up the year I'd like to remind everyone, if they haven't done so yet, to renew your WOWRA membership. Fellow members, WOWRA has been as strong as I've seen it in my tenure as board member and president. Now is a great time to be a part of WOWRA, so please do your part and get your dues in early. Also, take time to encourage those that aren't members to join. If we all do our part, WOWRA can stay fiscally sound and increase its presence in the industry. So please help!

Lastly, in the not so distant future we are actively planning the Winter Conference. Please mark your calendars now to join us in Stevens Point on January 30th – February 1st. We are putting together a great conference with top notch speakers, vendors, and events. It is shaping up to be a good conference. So plan early and be there.

As always stay safe everyone and Go PACK!

Aaron J Ausen
President

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INTRODUCING; New 2014 MEMBER BENEFIT !!!

Wisconsin Industries for Environmental Protection (WIEP) Conduit

Your opponents are currently at a competitive advantage—politically, that is. Many have invested in political involvement programs the proceeds of which go to elected officials who support them. If the septic industry doesn't have a political involvement program of their own = ADVANTAGE SEPTIC OPPONENTS.

In order to level the political “playing field” between septic trades and their opponents, the Wisconsin Industries for Environmental Protection (WIEP) Conduit has been established. A conduit is an account that you voluntarily put money into with the intent that it will be given to candidates to be used toward their election/re-election campaigns. For example, if candidate X is running for office and you like his or her agenda and want to support them, you can give money from your conduit account to their campaign.

The WIEP conduit will serve as a political giving program for the combined membership of the WOWRA, WLWCA, and WPCA. There is power in numbers and this combined effort can really make an impact. I am reaching out to all three association's **members to contribute/join today!**

As you know, your association continues to represent you, your interests, and the industry's concerns in the state capitol. The WIEP Conduit allows for you to personally participate in the Wisconsin electoral process and be recognized for supporting candidates who understand and appreciate the septic and concrete industries.

To help you better understand what the WIEP Conduit is, and how you can participate, I have put together a short list of FAQ's. The FAQ's can be found on the next page.

To get involved and protect your industry, fill out the contribution form on page six and mail it in with a personal check. Be sure to provide the WIEP Offices with an **active e-mail address and phone number** where we can contact you.

If you decide to participate in the WIEP Conduit, I will send you periodic e-mails requesting a contribution to a particular candidate. When you receive the e-mail requesting a political contribution, please reply with “yes” to authorize the payment or “no” to decline. Remember this is **your** money. You decide when and how much to contribute.

Please mail your form and check to: WIEP Conduit, 10 E. Doty St, Suite 523 Madison, WI 53703, or e-mail to Justin Laxton, your Conduit Administrator at jlaxton@kpasllc.com, or fax to 608-441-1435. Should you have additional questions, you can call Justin at 608-441-1436.

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Wisconsin Industries for Environmental Protection Conduit FAQ's

Q: What is a political conduit?

A: A political conduit is a program governed by the Wisconsin Government Accountability Board that allows entities such as WOWRA/WLWCA/WPCA to provide political contributions to state legislative and executive candidates. The conduit is structured to permit individual members to authorize their conduit dollars to candidates of their choice (it is very similar to a political Christmas club). See more about authorizing conduit dollars below.

Q: Why are we doing this?

A: Over the past years, WOWRA/WLWCA/WPCA have worked hard to provide an increased value to their members. As such, the three associations are uniting to emphasize political participation. The WIEP Conduit is one of the best ways in which WOWRA/WLWCA/WPCA members can show their support of septic and concrete industries in the political process. By contributing to the WIEP Conduit, both you and your association receive recognition for your political participation. The conduit also provides a method by which other members' contributions can be pooled together, thereby creating more "bang for your buck" when you contribute through the WIEP Conduit.

Q: Why is this important to me/WOWRA/WLWCA/WPCA?

A: As with all association endeavors, this initiative requires the involvement of its members, and contributing to the WIEP Conduit is one of the ways you as a member can get involved and show your support. The WIEP can only be strong with active, politically engaged members like you.

Q: How do I continue to participate in the WIEP Conduit?

A: A contribution to the WIEP Conduit is like putting money into your own personal political bank account. The contribution must be made through a **personal check payable to the WIEP Conduit**. Your conduit account balance is pooled with other WIEP members' accounts, and can only be used toward a political candidate's campaign after you have **personally authorized** your account funds. Personal checks should be mailed to: WIEP Conduit, 10 E. Doty Street, Suite 523, Madison, WI 53703

Q: How do I authorize my conduit dollars to a candidate?

A: You are free to contribute to any state legislative or executive candidate. To do so simply e-mail the conduit administrator at jlaxton@kpasllc.com and request your funds be released to the candidate. Please be sure to indicate the specific dollar amount you would like to contribute. On occasion, the Conduit Administrator may e-mail you to request your funds be sent to specific candidates, you are under no obligation to agree to release those funds. If you agree to authorize your conduit dollars to that candidate, simply reply to the e-mail with "yes". If you'd prefer not to authorize, reply with "no".

Q: Can I make a personal or business contribution?

A: The WIEP Conduit can only accept **PERSONAL** contributions in the form of a check.

Q: Is my WIEP Conduit contribution tax deductible?

A: No.



Wisconsin Industries for Environmental Protection Contribution Form

The Wisconsin Industries for Environmental Protection (WIEP) will serve as the Wisconsin Liquid Waste Carriers Association (WLWCA), Wisconsin Onsite Water Recycling Association (WOWRA) and Wisconsin Precast Concrete Association (WPCA) political conduit, which allows for you to personally participate in the Wisconsin electoral process. Becoming a conduit participant is a great way for the WLWCA, WOWRA, WPCA and its individual members to strengthen our presence with elected officials who have a direct impact on the septic and concrete industries. Please consider joining the WIEP Conduit today!

10 E. Doty Street, Suite 523
Madison, WI 53703
Phone: 608-441-1436

Please make checks payable to **WIEP Conduit** and mail them with this form to the above address.

Remember, personal checks only!

Name: _____
Company: _____
Company Address: _____
City: _____ State: _____ Zip: _____
Home Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-Mail: _____

\$50 - Bronze Member _____ \$100 - Silver Member _____
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Contribution Amount \$ _____ **(Personal Checks Only!)**

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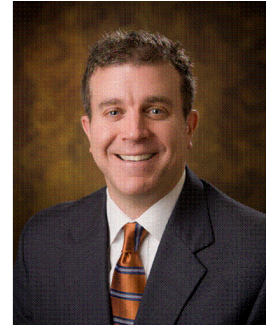
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Legislative Update From Executive Director George Klaetsch

Governor Walker – State Legislature Focused on Workforce Development

Gov. Walker, Assembly Speaker Robin Vos (R-Rochester), and Senate Majority Leader Scott Fitzgerald (R-Juneau) have announced that they plan to pass eight Republican and Democratic bills that will invest a total of \$22.5 million in workforce development programs over the coming year.



The workforce development package outlined below will invest an additional \$8.5 million in new state funds and secure an additional \$14 million in new federal funds for vocational rehabilitation programs, for a total of \$22.5 million in new investments. The following are the primary pieces of separate legislation:

- LRB 2949 - Investing in Youth Apprenticeship (Rep Nerison and Sen Harsdorf)
- LRB 2976 - Apprenticeship Tuition Reimbursement for Apprentices and Employers (Rep Nerison and Sen Harsdorf)
- LRB 3115 - Technical Education Incentive Grants (Rep Petryk and Sen Gudex)
- Senate Bill 274 and Assembly Bill 351 – Vocational Rehabilitation Services (Sen Shilling and Rep Shankland)
- LRB 3026 - Technical Excellence Higher Education Scholarship (Rep Krug and Sen Gudex)
- LRB 3054 - Wisconsin Workers Win Update (Rep Loudenbeck and Sen Lazich)
- LRB 1866 - Licensing Reform (Sen Lasee and Rep Kooyenga)
- LRB 3183 – Transitional Jobs Program Expansion (Rep Weatherston and Sen Darling)

Dane County POWTS Legislation Update

As we have indicated in previous newsletters, the WOWRA staff has been working with the DSPS, state legislators and other interested stakeholders to correct a pending problem related to population thresholds and a county's ability to oversee POWTS activity. Under current law, any county with a population under 500,000 may administer its own POWTS program. Dane County currently administers its own POWTS program but will soon exceed the 500,000 threshold. Without Senate Bill 345, POWTS administration will be taken over by townships. SB 345 raises the population threshold to 750,000 so that Dane County can maintain its current program. SB 345 was introduced on October 14th.

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Continued on Next Page...

Legislative Update Continued

Political Update – Will the Wisconsin Politicians Ever Stop Running?

We are still a full year away from the November, 2014 general election. That means we still have at least 6-7 months before our TV's being inundated with negative commercials, the landscape filled with candidate yard and field signs and our mailboxes overflowing with promotional mail pieces, right??? Not quite. Over the past month or so, there have been three retirements in the State Assembly (Rep. Honadel in the 21st District, Rep. Stone in the 82nd District and Rep. Suder in the 69th District) creates a series of special elections in the Milwaukee area and north central Wisconsin respectively. Those special elections will take place in October for the partisan primary and November for the General Election. Your Madison team is already reviewing current candidates to gain a better understanding of their small business principles.

Also, in the span of two hours on October 7, we learned that Governor Walker will have a Democratic opponent in former Governor Doyle Cabinet Secretary Mary Burke and there will be an open race for Wisconsin's next Attorney General as current AG, J.B. Van Hollen announced that he will not run for re-election. Van Hollen's announcement was a surprise to many.

Madison school board member and former Trek Bicycle executive Mary Burke ended months of speculation by officially announcing that she will run for governor. The Harvard-educated businesswoman has the personal wealth and outsider status that Democrats believe is necessary to challenge Gov. Scott Walker.

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Scholarship Donation Opportunity

WOWRA's Board of Directors believes it is important to give back to the association members. One way has been their establishment of a scholarship fund. The number of scholarships awarded varies each year based on donations from WOWRA members, but every year at least two scholarships are offered, one scholarship is the Robert Linder Memorial Scholarship worth \$2,000 and the other is the Gretchen McQuestion Scholarship worth \$1,500. Other scholarships may be awarded based on availability.

The recipients of these scholarships are exclusively WOWRA members, their spouses, or children. In 2013 a total of \$5,250 was awarded to 4 recipients thanks to the generosity of WOWRA members.

As a contributor, your name and/or company will be listed in the quarterly newsletter until and including the spring 2014 issue. All names/companies will be listed in the order in which the donations are received. No amount is too big or too small. We need your help to continue awarding scholarships. We are again asking you to donate generously to this worthy cause.

_____ Yes, I will contribute \$_____

_____ No, I cannot contribute at this time.

Please send your contribution via separate check to:

WOWRA
10 E. Doty St. Suite 523
Madison, WI 53703

Thank you for your generosity!

SAVE THE DATE: WOWRA/WLWCA WINTER CONFERENCE

Please be sure to watch your mailbox for registration forms and information about this year's WOWRA/WLWCA Joint Winter Conference on January 30th-February 1st at the Holiday Inn & Convention Center in Stevens Point, WI. Forms will be individually mailed out to all current WOWRA members in the upcoming weeks. Don't forget to mark you calendars and we hope to see you all there!

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News Story: Moist Towelettes Are a Bane to Sewer Systems

Carolyn Thompson | Associated Press | September 23, 2013

Increasingly popular bathroom wipes pre-moistened towelettes that are often advertised as flushable are being blamed for creating clogs and backups in sewer systems around the nation. Wastewater authorities say wipes may go down the toilet, but even many labeled flushable aren't breaking down as they course through the sewer system. That's costing some municipalities millions of dollars to dispatch crews to unclog pipes and pumps and to replace and upgrade machinery.

The problem got so bad in this western New York community this summer that sewer officials set up traps to figure out which households the wipes were coming from. They mailed letters and then pleaded in person for residents to stop flushing them. "We could walk right up, knock on the door and say, 'Listen, this problem is coming right from your house,'" said Tom Walsh, senior project coordinator at South & Center Chautauqua Lake Sewer Districts.

The National Association of Clean Water Agencies, which represents 300 wastewater agencies, says it has been hearing complaints about wipes from sewer systems big and small for about the last four years. That roughly coincides with the ramped-up marketing of the "flushable cleansing cloths" as a cleaner, fresher option than dry toilet paper alone. A trade group says wipes are a \$6 billion-a-year industry, with sales of consumer wipes increasing nearly 5 percent a year since 2007 and expected to grow at a rate of 6 percent annually for the next five years.

Manufacturers insist wipes labeled flushable aren't the problem, pointing instead to baby and other cleaning wipes marked as nonflushable that are often being used by adults. "My team regularly goes sewer diving" to analyze what's causing problems, said Trina McCormick, a senior manager at Kimberly-Clark Corp., maker of Cottonelle. "We've seen the majority, 90 percent in fact, are items that are not supposed to be flushed, like paper towels, feminine products or baby wipes."

Wastewater officials agree that wipes, many of which are made from plastic, aren't the only culprits but say their problems have escalated with the wipes market. Clogging problems in Waukesha, Wis., prompted the sewer authority there to create a "Keep Wipes out of Pipes" flier.

The complaints have prompted a renewed look at solving the problem. The Association of the Nonwoven Fabrics Industry, the trade group known as INDA, recently revised voluntary guidelines and specified seven tests for manufacturers to use to determine which wipes to call flushable. It also recommends a universal do-not-flush logo be prominently displayed on non-dispersible products.

The wastewater industry would prefer mandatory guidelines and a say in what's included but supports the INDA initiatives as a start. Three major wastewater associations issued a joint statement with INDA last week to signal a desire to reach a consensus on flushability standards.

"If I'm doing the test, I'm going to throw a wipe in a bucket of water and say it has to disintegrate," said Rob Vilee, executive director of the Plainfield Area Regional Sewage Authority in New Jersey. Nicholas Arhontes, director of facilities support services in Orange County, Calif., has an even simpler rule for what should go down the toilet. "Only flush pee, poop and toilet paper," he said, "because those are the only things that sanitary sewers were really designed for in the old days."

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