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# WOWRA News

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2012

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## Coming events

**Feb 28, 2012**  
WOWRA Board of Di-  
rectors Monthly Tele-  
conference 7a.m.

## A Letter from the President

My fellow WOWRA Members—

As your new WOWRA President I felt it necessary to tell you a bit about me so we can get to know one another. I was born, raised, and lived my whole life in Janesville. I come from a family of strong values that has been instilled from generation to generation. This set of values has taught me one thing, to be true to yourself and stick to your guns. I hold these values true in everything I do from work to play. I now have my own family with wife of three years and our two wonderful boys Brady and Caleb. I can only hope that I can teach my family the values that I learned when I was young.

I hope to bring my values to the presidency of WOWRA. Looking back on this organization from when I got started you can't not mention the wonderful job our past president Todd Stair did. I have only known Todd for 4 years now and it has been a pleasure every step of the way. He has done nothing short of an unbelievable job for WOWRA, many times putting WOWRA in front of himself. He is a strong believer in the organization and would stop at nothing to see it succeed. His vision and dedication guided WOWRA through some very uneasy times last year.

Looking at WOWRA right now I see in organization that is changing for the better. In 2011, we were faced with some pretty volatile conditions in the organization and outside the organization. However, we persevered and I feel are turning the corner toward the positive end. A good example of that is the release of the new WOWRA Happenings email blast. I do hope most of you that don't have an email will get one because the email blast is the BEST way for you to stay tuned to everything WOWRA. For those of you who have email and have been receiving the blasts what do you think? What you will see from me in the blast from time to time is a letter keeping you informed of what I know and what I see. That is my promise to you.

Looking forward I am really excited to see what WOWRA will do and where it will go. We are proposing a few changes to make WOWRA more appealing, but we need your help. We need membership!!! I cannot say this enough. We all work together; if you know someone who isn't a member of WOWRA, please talk to them explain to them the benefits of WOWRA. Two hundred dollars is a modest amount for the benefits WOWRA gives. You know a couple months back; the board sat around and asked ourselves what WOWRA means to you, what does being a member of WOWRA mean to you. At the time it was baffling, but looking back I know my answer....education. Education is what being a member of WOWRA means to me. And not just formal classes, but the education fellow members give to others. I learn so much from listening to others in the industry. All of you have a story, a tip, a feeling and all of those are worth hearing. And where else can you bring those thoughts and opinions to one center stage. You can't. Above all the legislation, conferences, and the support the education is paramount. My biggest piece of advice to all of you is be heard, share your thoughts, in this WOWRA circle there are plenty of people including me who will listen. Have a safe and successful 2012!!!

--Aaron J Ausen  
President WOWRA

## WOWRA Office

10 East Doty St., Suite 523  
Madison WI 53703  
Phone (608) 441-1436  
Fax (608) 441-1435  
www.wowra.com

### Staff:

George Klaetsch  
Executive Director  
gklaetsch@kpasllc.com

Erin Krueger  
Association Manager  
ekrueger@kpasllc.com

### Board of Directors

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# 2012 WOWRA/WLWCA Onsite Show a Huge Success

A BIG thank you to everyone who attended the 2012 WOWRA/WLWCA Onsite Show held January 26-28, 2012 at the Holiday Inn Hotel and Convention Center in Stevens Point, WI. This year's conference was a huge success because of you all.

This year's conference welcomed just over 200 registered attendees between WOWRA & WLWCA and 34 vendors with representatives numbering just shy of 90 for a grand total of 294 registered attendees. Speakers came from as far away as Kentucky and Ohio in addition to local and state professionals.

Conference favorites including speaking sessions by Jeff Swan, WI State Patrol, and Dave Turciano, who spoke on "Collecting the Bills," who have both already agreed to return next year to speak again. Other attendee favorite speakers included Sara Heger, with numerous special requests for her to return and speak again on "Dead Bacteria: How Overuse of Household Cleaners & Products Kill," Tim Byrne who spoke on the "Effects of Healthcare Legislation on Your Business," and John Bollard who spoke on "How a Website Can Build a Business" and "Social Media to increase Your Client Base.

Sponsored & hosted by Petersen Supply & Wieser Concrete, the first annual Roe-D-Hoe competition was also a huge success, where over 40 competitors tried their hand at beating the clock and each other in each of three events designed to test the skills of operators on mini-excavators. Attendees of all ages and experiences gave the Roe-D-Hoe a shot from rookies who had never used the machines before to regulators to seasoned operators. A video of Champion Mark Schairer, shot and produced by Greeb Excavating, can be seen on WOWRA's & Greeb Excavating's Facebook page.

The Silent Auction, held to raise money for the WOWRA Scholarship fund, was also very successful, raising over \$1400 to go toward the 2012 scholarships. A total of \$3500 was awarded, the Robert Lindner Memorial Scholarship for \$2000 awarded to Kelly Ann Guyse and the Gretchen McQuestion Scholarship for \$1500 awarded to Brandon Arndt.

You spoke up last year and we listened this year, starting with moving the banquet to Friday night. It was the best attended banquet yet. Topping off the night was a belly-aching performance by The Katyids, an all-female improve troupe from Chicago.

WOWRA would also like to thank conference event sponsors Wieser Concrete and Petersen Supply for sponsoring the Roe-D-Hoe Competition, Nolan Insurance Agency for sponsoring Friday evening's banquet and bar, Dalmaray Concrete Products for sponsoring The Katyids and the WOWRA & WLWCA Boards of Directors for sponsoring the Saturday night hors d'oeuvres reception. Also, a big thank you to the Holiday Inn Hotel & Convention Center in Stevens Point, WI & their entire staff for hosting the conference.

Next year's conference is already in the works and it is shaping to be an even better conference than this year. Get it on your calendars now: January 24-26, 2013 at the Holiday Inn Hotel & Convention Center in Stevens Point, WI.

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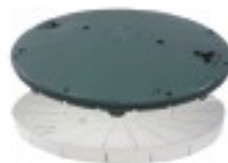
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## WOWRA Welcomes Klaetsch Public Affairs Strategies

First, let me say thank you. I am very grateful that the board of directors has chosen me to serve as your Executive Director, and my company Klaetsch Public Affairs Strategies as your association management firm.



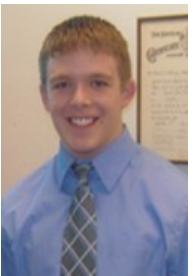
George Klaetsch

I have been President of Klaetsch Public Affairs Strategies (KPAS) since September 2008. Prior to forming KPAS, I was the Senior Vice President for the Madison office of a regional public affairs firm. From 2000-2005, I was the Public Affairs Manager for Alliant Energy, a Fortune 1000 investor-owned utility servicing electric and gas service to customers in Illinois, Iowa, Minnesota, and Wisconsin. Prior to my private sector career, I served in Governor Tommy Thompson's administration from 1993-2000. During that time I served in the Department of Development and Department of Commerce and served as the Coalitions and Political Director for Governor Thompson's 1998 re-election campaign.



Erin Krueger

Erin Krueger, will serve as Association Manager. Prior to joining KPAS, Erin worked for ten years at another Wisconsin-based lobbying firm, representing multiple trade associations as well as serving as the lead lobbyist for multiple corporate clients. Erin is well versed in the day-to-day aspects of managing associations.



Justin Laxton

Justin Laxton, will serve as Assistant Association Manager. Justin has a solid understanding of event planning, association management, fundraising, and data and website management. Prior to joining KPAS, Justin worked for numerous legislative campaigns and for companies specializing in hospitality and customer service.

KPAS is a government affairs, grassroots advocacy and trade association management firm located in Madison, Wisconsin. We have extensive experience in the legislative and regulatory arenas. We have strong working relationships with a number of divisions within the Department of Safety and Professional Services (DSPS), including the Division of Safety and Buildings, and the Division of Environmental and Regulatory Services. Erin also has experience working with the Department of Natural Resources, specifically within the Division of Air and Waste and the Division of Water. We understand the importance of maintaining relationships with those who regulate and oversee your business.

\*Please note WOWRA's change of address and phone number to KPAS's offices.



## Legislative Update

### Walker Delivers State of the State

Republican Governor Scott Walker delivered his second State of the State Address before a joint session of the legislature and crowded viewing gallery. Governor Walker stayed on message as he has this past year, touting the difficult decisions that were made to balance a \$3.6 billion deficit while avoiding major tax increases and mass government employee layoffs.

Throughout the speech, Walker focused on his continued goal of job creation, an improved business climate and on his Wisconsin Working jobs plan, which is intended to direct policies and resources towards Wisconsin's workforce through training investments and recruitment services. Additionally, Walker indicated his support for mining reforms which can possibly create thousands of jobs throughout Wisconsin.

### Legislative Activity

Both Houses of the Legislature held floor sessions between February 14 – 23. This leaves only one remaining regularly scheduled floor session (March 6-15) for the 2011-12 session schedule. The primary focus in both houses continues to be permitting of ferrous mining in Northern Wisconsin. While mining has been the main event, there is active legislation of interest to the industry. AB 547, relating to technical changes to the authority and responsibilities of the Department of Safety and Professional Services (DSPS) was introduced last week. This legislation updates and makes various changes and updates to the industry such as changing the terminology of "private sewage system" to "private on-site wastewater treatment system". Klaetsch Public Affairs Strategies will continue to monitor legislation of interest.

George Klaetsch  
Executive Director

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## Workers Adjusting to New Phone Restrictions

In this day and age of modernization, when communication is vital and the majority of people now own and use cell phones as their primary phone, new restrictions for CDL drivers are making the habit of using a cell phone while driving down the road illegal and the fines can be hefty for the driver and the company owner.

New regulations from the Federal Motor Carrier Safety Administration made it illegal for drivers of all commercial motor vehicles to talk on the phone while they are behind the wheel, with a few exceptions of course. The law, having become effective at the beginning of this year, is an effort to make our roads safer by "reducing the prevalence of distracted driving-related crashed, fatalities and injuries." But it does not come without its challenges.

How does this effect you? First of all, you need to make sure your drivers have a very clear understanding that they cannot use their handheld phones, even to dial a phone number. Why you say? Because the hefty fines associated with this new law can not only be applied to them, but you too. Offending drivers face penalties of \$2,750 and companies could be fined up to \$11,000 for failure to require their drivers to comply with the rules.

What changes can you make to avoid these kinds of penalties for you and your drivers? Make it a policy that drivers cannot be on their phones while operating the vehicles and then make sure they

are compliant with your new policies. By you having a policy in place that you have made your employees aware of, you help to reduce or (and this is much less likely) eliminate your penalty should your driver be pulled over and fined.

Push to talk phones are also prohibited because they require the user to have a hand continuously on the phone while speaking.

Something to look into investing in are blue tooth head sets for your drivers, something they can use to talk on the phone hands free. Use caution when making the decision to go this way as some headsets will better fit requirements than others. Drivers must be able to be completely hands free and this includes picking up the phone to hit the "answer" button. Some Bluetooth headsets will have this built in to the ear piece or better yet, voice activated to completely reduce the need for a driver to remove their hands from the wheel.

What is allowed: any device that only requires the use of single-button controls such as by touching a button on the mobile phone, earpiece, steering wheel or instrument panel.

Full details on the ban can be found on the Federal DOT website at: <http://www.fmcsa.dot.gov/about/news/news-releases/2011/Secretary-LaHood-Announces-Step-towards-Safer-Highways.aspx>.

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## Board of Directors Meeting Agenda Jan. 26

Call to Order – Aaron Ausen  
 Approval of minutes of December 14, 2011 meeting  
 Treasurer's Report  
 Review of Lobbying/Association Management Bids  
 Conference Update  
     Full finalized agenda  
     Speaker Introductions reminder  
     Other final details?  
 Old Business  
     WOWRA Committees  
 Conference  
 Education  
 Events  
 Fundraising (Scholarship)  
 Membership  
 Vendor/Advertiser  
     Vendor Advertiser Meeting  
 BPP 2012  
 BPP 2013 (Proposed)  
     Other  
 New Business  
     WOWRA Phone  
     Other  
 Adjourn

## Membership Meeting Agenda Jan. 28, 2012

Call to Order  
 Reading of the Minutes of last membership meeting, Jan. 29, 2011  
 Association Management/Lobbyist Announcement  
 2011 Financial Report  
 2012 Budget  
 Board of Directors Elections  
     2012 Results  
     Nominees for 2013  
 Old Business  
     OSHA Crane/Heavy Equipment Operator License  
     Input on future legislative/regulatory initiatives  
         Delay in Maintenance  
         Surface Discharge  
     New WOWRA website  
 New Business  
     Business Promotions Program (2012 & Sneak Peak 2013)  
     WOWRA Happenings  
     NOWRA Memberships  
     Next POWTS Evaluator Certification Class  
     New WOWRA Committees  
         Conference Committee  
         Education Committee  
         Membership Committee  
         Vendor Committee  
         Events Committee  
         Fundraising Committee (Scholarship)  
     Hotel Rooms for the Conference  
     Other  
 Adjourn



## WOWRA Receives DSPS Credits for Rejuvenation Day at Winter Conference

Prior to the 2012 WOWRA/WLWCA Onsite Show and at the conference, attendees were informed that Thursday's Rejuvenation Day had been denied by WI DSPS for any credits for numerous reasons. Although this was of great concern to the WOWRA Board of Directors, Kim as Association Manager and attendees alike, the denial letter from DSPS was very clear and Rejuvenation Day was held too rave reviews from its nearly 100 attendees.

Thanks to the hard work of several key people including WOWRA member and DSPS employee, Mark Finger, WOWRA resubmitted an application to DSPS immediately following the conference on the unlikely chance that, with Mark's persuasive assistance, we may be approved. On February 21, while transitioning the mail to KPAS, the new Lobbyist/Association Management firm, a letter was received from DSPS awarding 6.5 credits for Thursday's Rejuvenation Day.

Those who attended Rejuvenation Day will be receiving a letter from WOWRA regarding the credit award which will include a credit slip and the necessary course information.

Thank you to all who attended Rejuvenation Day! It would not have been the great success without you.

A special thank you to Mark Finger for his work within DSPS to get us approved, even after the fact.

## Goodbye to Board Members

WOWRA would like to thank members Sue Schambureck and Chris Olson for their time and dedication in serving on the Board of Directors.

Both Sue and Chris have been heavily involved in WOWRA for years, not only serving on the Board of Directors, but also working closely on WOWRA events such as the POWTS Evaluator classes, conference planning and more. Chris will continue to serve on the newly formed Conference Committee. Sue has also served as Vice President and President.

WOWRA wishes Sue and Chris all the best and looks forward to their continued participation in future events.

WOWRA welcomes new Board of Directors members Roger Fanning and Len LaFrenier.

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