

# WOWRA News

WOWRA NEWS

SUMMER  
2012

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## Coming events

**Aug. 16 & 17, 2012**

POWTS Evaluator Certi-  
fication Training, Lake-  
woods Resort in Cable,  
Wis.

**Aug. 18, 2012**

WOWRA Scholarship  
Golf Outing, Lakewoods

## A Letter from the President

Fellow WOWRA Members,

We have really hit the ground running with our new management firm. I can't thank George, Erin and Justin enough for making our transition as smooth as possible. To me and to the rest of the board it feels like we have not even missed a step. We have moved past the transition and are now moving forward. That being said, you should all have seen emails and now a mailing regarding the POWTS Evaluator Class and the WOWRA Golf Outing. I really encourage you all to make some time to come up to Cable and spend the weekend with WOWRA. Not only is Cable a beautiful part of Wisconsin, but WOWRA has intriguing events to offer. First, I encourage you to sign up for the POWTS Evaluator Class. If you have already done the POWTS Evaluator Class, sign your employees up and encourage others to sign up as well. The WOWRA POWTS Evaluator Program is the most extensive POWTS Inspection Program in the state, if not the rest of the country. It will teach you the tools needed to properly inspect and evaluate POWTS, which we all know is sometimes overlooked. I encourage you to sign up and further your education in POWTS servicing.

Beyond the POWTS Evaluator class we plan on having a celebration dinner that Friday night for the newly inducted POWTS Evaluators. This dinner will not only be a way to celebrate those that have accomplished the POWTS class, but a good way to enjoy the north woods of Wisconsin and mix with some of the friends of the industry. Come Saturday morning, we will be deep in planning our winter WOWRA Onsite Show. This will be an open meeting to attend. Attendance is not required, but if you have any suggestions about how the WOWRA Onsite Show 2013 will be laid out I encourage you to attend and voice your opinion. The more brains we have working on this the better we are. We will also be visited by a special guest, Secretary Dave Ross of the Department of Safety and Professional Services who has requested to make an appearance at the WOWRA Weekend this summer. Secretary Ross is actively making an effort to engage in meetings concerning industry. This would be a good opportunity for you to make your voice heard with DSPS. Secretary Ross wants to hear from you: What is working? What needs changing? August 17 is your chance. Be there!!!

Beyond the WOWRA Weekend I hope business is picking up and everyone is staying safe out there. I'd like to share with you a section from a recent blog I read from the president of the National Precast Concrete Association, Ty Gable. This blog featured in the Precast Inc magazine describes the changing business environment and describes the six things we should all stop doing. I think it is things we all think of but don't necessarily stop ourselves from doing...

**1. Stop living in the past.** You are forging into the future, and the good old days of the mid 2000s are gone. The construction industry took a major hit between 2007 and 2011, and it is a new world now – leaner and even more competitive. We need to accept what we have

*Continued on page 2*

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**Presidents letter cont.**

and make the most of it.

**2. Stop depending on others to fix industry problems.** Fix them yourself. Think about what you can do to benefit your company and the industry as a whole, whether that's a hard look at quality, branching out to provide products that specifiers may not consider "precast" products, or aggressively promoting your business using the sophisticated tools and technology available today.

**3. Stop believing everyone in Washington doesn't have a clue except "your guy,"** in Congress and realize there is a huge, systemic lack of courage and leadership in the United States Congress. I have close acquaintances with opposite political beliefs, but one thing we can agree on is that the situation in Washington is dire. Apathy is no longer an option if we want a productive government that truly represents the needs of the country and its people. So let "your guy" know that you want real action and measurable results instead of political posturing.

**4. Stop waiting for the phone to ring.** Thomas Friedman, a New York Times columnist, has a mantra: "Average is Over." He believes that, "Everyone needs to find their 'extra' – their unique value contribution that makes them stand out in whatever is their field of employment." I couldn't agree more. In the precast industry, average has been over for some time now. If your company doesn't find its "extra," whether that's thinking of complete solutions, investigating new markets and products, stepping out of its comfort zone and the traditional jobs it bids, or making the business easier to find\* you're in danger of becoming average.

\*Hint: that's no longer the Yellow Pages.

**5. Stop thinking you're "just" in the precast concrete business.** Look at your current products and think about complete solutions by identifying the peripheral products you can provide. Specifiers are more likely to go to the one-stop-shop. Make it easy for them. You are not a precaster. You are an expert in an extremely important niche of the construction industry, and you are the "go to" person when an engineer/architect/specifier wants to know anything about precast.

**6. Stop blaming the economy.** The economy isn't going anywhere in a hurry. It's what we have, so rather than sit back and complain, take action and make your business the most attractive, highest quality complete solution it can be – and then get out there and promote it in every way available.

Although this was written with intentions of precasters reading it, I think the same can be said about our industry. Take, for instance, number five. We don't just have to be in the business of installing septs. We have the capabilities to do more. Look at what you can do, look at what your vendors can offer – there may be some opportunities out there that you are missing. I encourage you to move forward. Now is not the time to sit back and watch the economy go by. Now is the time move forward in a positive direction.

As always, I appreciate your loyal support to WOWRA and look forward to working with you in the future. Thank you for your time and see you in Cable!

Aaron J Ausen  
 President WOWRA

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# POWTS Evaluator Certification Training

## Aug. 16 & 17 at the Lakewoods Resort in Cable, Wis.

**When:** Thursday, Aug. 16, 2012, 8 a.m. to 5 p.m.  
Friday, Aug. 17, 2012, 8 a.m. to 5 p.m.

**Where:** Lakewoods Resort  
21540 Cty Hwy M, Cable, WI 54821

**Why:** WOWRA has developed this two-day training course for onsite professionals to learn proper techniques for conducting evaluations of existing private onsite wastewater treatment systems. This innovative two-day training class, which concludes with a certification exam, will provide much-needed uniformity around the state for POWTS evaluations. The course will include both classroom instruction and field training. Please come prepared for outside conditions. Some of the topics covered during the course include: WOWRA Certified Existing POWTS Evaluator ethics, policies and requirements; evaluator/client relationship and responsibilities; evaluation procedures from data collection through final reports; and procedures for evaluating recent, documented POWTS, as well as the "unknown" POWTS. General POWTS knowledge and experience is necessary.

**Continuing Education:** Upon course completion and passing the exam, you will receive certification as a WOWRA Certified POWTS Evaluator. 16 continuing education credits also will be available for the course.

**Instructors:** Sue Schambureck, Madson Tiling and Excavating; Rich Halverson, Halverson Plumbing; Todd Stair, Herr Environmental; and Rick Apfel.

**Directions to Lakewoods Resort:** Take I-94 N. toward Eau Claire. Take the US-53 exit in Eau Claire toward Trego, WI. Take a right on US-63 N. in Trego to Hayward. Stay on US-63 through Hayward to Cable, WI. Take a right onto Cty. Rd. M in Cable. Follow M to Lakewoods Resort on left.

**Accommodations:** For people in need of overnight hotel accommodations, WOWRA has secured a block of rooms at the Lakewoods Resort, 21540 Cty. Hwy. M, Cable, WI 54821. Single rooms are \$79/night plus tax and double rooms are \$99/night plus tax. Call the Lakewoods Resort at (715) 794-2566 by July 16 and ask for the WOWRA room block.

**Note:** Class participants should bring a calculator and dress for outside conditions on Friday!



### Registration Form

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State/ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email: \_\_\_\_\_  
Related licenses/certifications you currently hold: \_\_\_\_\_  
\_\_\_\_\_

Cost: **\$350 WOWRA members/  
\$500 non-members**

(Includes class and certification exam, educational materials & lunch both days)

Class size limited to 40 people!

**Deadline for registration: Aug. 10, 2012**

Type of Payment:

\_\_\_\_ Check (payable to WOWRA)  
\_\_\_\_ VISA \_\_\_\_ Master Card

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Card's 3-Digit Security Code: \_\_\_\_\_

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Total Authorized \_\_\_\_\_

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**Make checks payable to WOWRA.**

Mail checks and registration form to:  
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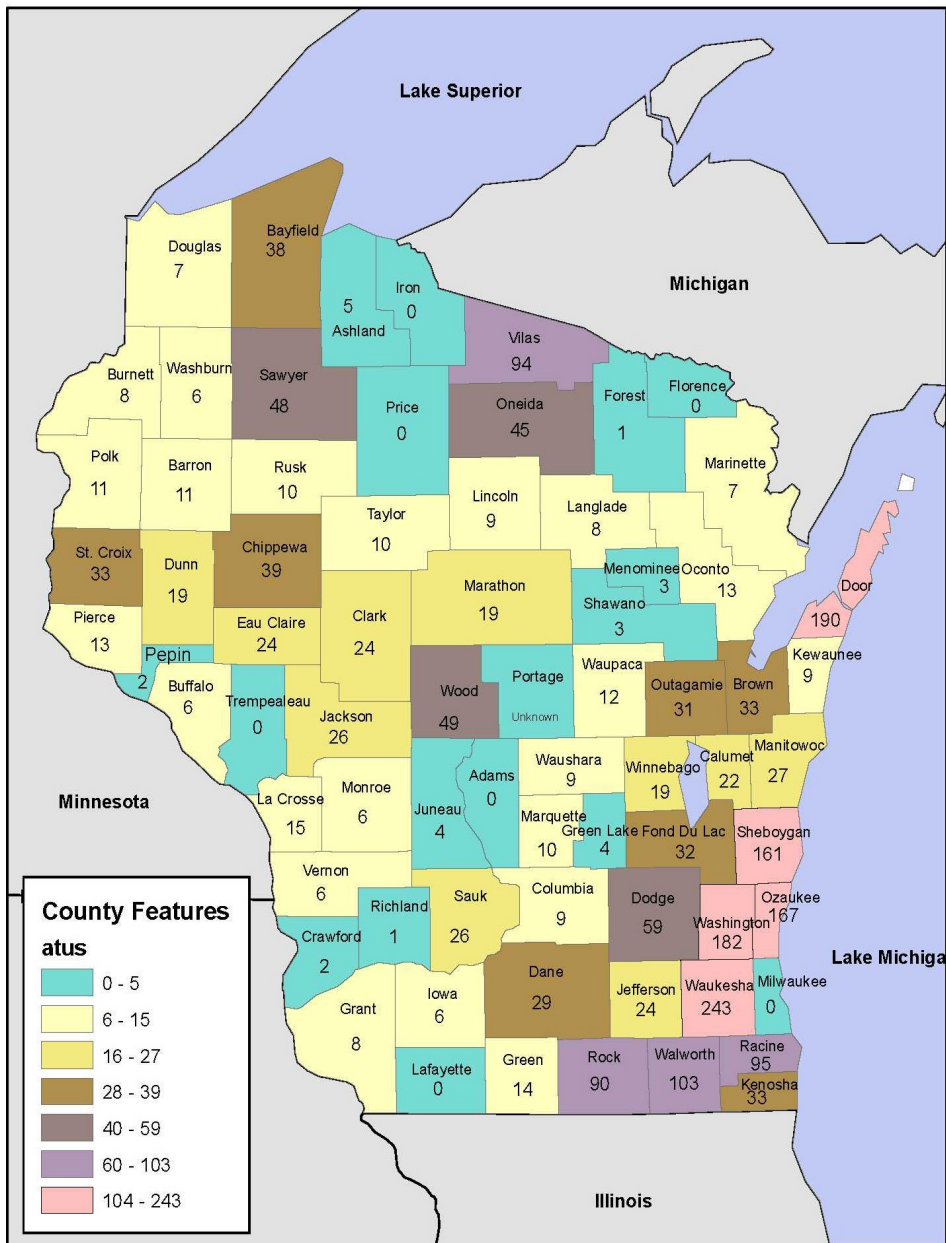
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Fax credit card registration to: (608) 441-1435

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## Aerobic Treatment Units (ATUs) by County



Here are some advantages and disadvantages of ATUs, adapted from a [Sept. 2000 fact sheet](#) from the U.S. Environmental Protection Agency:

### Advantages:

- Can provide a higher level of effluent quality than a septic tank
- Helps protect valuable water resources where septic systems are failing
- May provides an alternative for sites not suitable for standard septic systems
- May extend the life of a drainfield
- May allow for a reduction in drainfield size

### Disadvantages:

- Some require electricity
- May includes mechanical parts that can break down
- Requires more frequent maintenance than just a septic tank
- Subject to upsets under sudden heavy loads or when neglected
- May release more nitrates to groundwater than a septic system

Chris Olson of Door County gathered the data on ATUs by calling all the counties in the state and sending emails, and then Steve Kunze of Clark County used the data to create this map. The numbers are not exact, but they do give an approximation of how many ATUs are in the state and where they're generally located.

According to Olson, some variables that account for the differences in location and concentration of ATUs include the affluence of the area, soil conditions, the level of knowledge regarding ATUs and the marketing of them.

Similar to the differences in ATU concentration across the state is the way counties regulate and implement the systems: "Some people charge 600-some dollars for a permit for an ATU to get even added to a system, and other people could care less and just want to note it on a piece of paper and throw it in the file, and it doesn't cost anybody anything," Olson said.

Olson says that, while advantages such as the ones listed above exist, it's more about appearances: "I think it's mostly about aesthetics, but everybody's got their own banner that they wave with why or how ATUs are put in."

The percentage of ATUs compared to conventional septic systems is small and may not have changed much during the six years Olson has been collecting the data, but, like Olson said, "It'll have its own niche of a market."

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## Legislative Update from George Klaetsch, executive director

### Recalls Complete – Next Election Only Months Away

#### Governor Walker Wins in Strong Recall Performance

On June 5, Wisconsin became the third state to ever attempt to recall its governor, and the first where that governor was able to retain his seat. Governor Walker was victorious over Milwaukee Mayor Tom Barrett. In fact, Governor Walker exceeded his 2010 margin of victory over Mayor Barrett, picking up more votes and winning more counties. More than 2.4 million votes were cast, which is 56 percent of eligible voters. By comparison in 2010, approximately 2.1 million votes were cast, equaling just under 50 percent of eligible voters.

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In the recall election, Governor Walker received approximately 1.3 million votes, surpassing his 2010 total of 1.1 million votes. In comparison, Mayor Barrett received 1.1 million votes, surpassing his 2010 total of a little over 1 million votes.

Turnout projections painted a picture of a race that could see near presidential election-like voter turnout, but those projections were a bit off. Actual turnout showed an uptick from 2010 gubernatorial election numbers, but it was far from presidential election turnout.

Lieutenant Governor Rebecca Kleefisch defeated Mahlon Mitchell by approximately the same percentage (53-47) as Governor Walker defeated Tom Barrett (53-46).

#### Republicans Win 3 of 4 Recall Elections – Lose Senate Majority

The silver lining for Democrats is the victory of former Sen. John Lehman over Sen. Van Wanggaard, which flips control of the state Senate to the Democrats. The Senate is now controlled by the Democrats 17-16, but this may be short-lived as many are predicting the Republicans to take back control of the Senate during the November general election.

Klaetsch Public Affairs Strategies will have more details on the new Senate majority and how it could impact the Wisconsin Onsite Water Recycling Association during the remainder of 2012. As of this writing it is expected that there will be limited impact on WOWRA through the remainder of this year.

### Insurance solutions for WOWRA members

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#### 13th District - State Senate (Fitzgerald Incumbent)

• Scott Fitzgerald (R)	47,116	58%
• Lori Compas (D)	32,870	41%
• Terry Virgil (I)	760	1%

#### 21st District – State Senate (Wanggaard Incumbent)

• John Lehman (D)	36,255	51%
• Van Wanggaard (R)	35,476	49%

#### 23rd District – State Senate (Moulton Incumbent)

• Terry Moulton (R)	39,843	57%
• Kristen Dexter (D)	30,479	43%

#### 29th District – State Senate (Open Seat)

• Jerry Petrowski (R)	44,027	61%
• Donna Seidel (D)	27,702	39%



# WOWRA SCHOLARSHIP GOLF OUTING

Saturday, August 18, 2012

**Lakewoods Golf Club**

21540 County Hwy. M, Cable, WI 54821

Registration: 11:00 am  
Lunch: 11:15 am  
Golf Start: 12:00 pm  
Cost: \$50 per person  
\$200 per Foursome

Includes lunch, green fees, cart, and dinner  
Registrations due by August 10, 2012  
Individual Golfers Welcome!!

## BE A SPONSOR!

Sponsor opportunities include sponsoring a hole event, the golf event such as lunch, carts, or beverages, and door prizes. Your company's name, as an event sponsor, will be listed on printed materials and our website.

\*Beverages- \$150 \*Carts- \$150 \*Lunch- \$150

\*Company logo on event signage

Hole Event at \$50 Please provide your hole event prize and company sign

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Company
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Company
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Company

Total Amount Enclosed: \_\_\_\_\_

## Sponsor Registration

Company: \_\_\_\_\_ (Please Circle One)  
Amount: \$50 \$150

We'd like to sponsor the Beverages Carts Lunch Dinner  
(Please circle one)

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

## WOWRA Scholarship Program

Each year, the Wisconsin Onsite Water Recycling Association provides scholarships to individuals interested in attending institutes of higher learning.

In the past 21 years, our association has given over \$100,000 to over 95 students in scholarship awards. Our awards are the \$2,000 Robert Lindner Memorial Scholarship, a \$1,500 Gretchen McQuestion Scholarship and at least one other scholarship.

There are no restrictions on the field of study for the students, but the scholarship recipients are limited to WOWRA members and their immediate family members.

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## Sewer work to drain homeowners as Oshkosh wants updates to fix stormwater problems

From The Northwestern, Oshkosh, Wis. | June 3, 2012  
by Jeff Bollier

OSHKOSH — The cost of street construction and stormwater management has hit taxpayers and homeowners almost as hard as the periodic storms that flood basements and block traffic.

Now, as the city of Oshkosh Public Works Department prepares to open up its newest front in its war on the city's aging infrastructure, the majority of the sizeable price tag for improving the city's sewer system is likely to fall squarely on homeowners' shoulders.

Stormwater detention basins and expanded storm sewers only resolve part of the problem heavy rainfalls present. The remaining issue is to control stormwater that ends up in the city's sanitary sewer system. The flow of that water into the sanitary sewers rather than the storm sewer system can overload the sanitary system, which contributes to sewer backups into basements.

The problem arises as older properties, mostly those built before 1980, collect storm water that falls on and around their homes using drain tiles that often send it into sanitary sewer drains in the basement. Other homes may have sump pumps that are improperly connected to sanitary drains in their basement.

Public Works engineers say the result is the sanitary sewer system that normally handles 10 to 15 million gallons of sewage a day can be overloaded with close to 100 million gallons of water, much of which doesn't need to be treated.

The volumes can back up the sewer system as it moves toward the wastewater treatment plant and when the water has nowhere to go in the sewers, it backs up into basements, leaving residents with a very unpleasant cleanup project in the aftermath.

To address the problem, Public Works staff members are drafting an ordinance that would require any home built before 1980 to be inspected and, if necessary, corrected, before a sale is completed. The ordinance would be modeled on similar ones in place in Appleton, Sheboygan and Green Bay with the same requirements.

Read the rest of the article by going to The Northwestern's website at [www.thenorthwestern.com](http://www.thenorthwestern.com) or by [clicking here](#).



## 2012 POWTS Evaluator Certification Training — Sponsorship opportunities

**WOWRA invites you to be a sponsor of our next training course on August 16 & 17, 2012, at the Lakewoods Resort in Cable, Wis.**

### **Gold Sponsors: \$500**

Gold Sponsors will be given the following: a free-standing or tabletop display on August 16 at the resort; the opportunity to address the class; recognition on printed material handed to all class participants, recognition in the WOWRA newsletter and on our website, with links to your company's website. Gold Sponsors also are eligible to receive a 10-percent discount off of WOWRA conference display booth space in January 2013.

### **Silver Sponsors: \$200**

Silver Sponsors will be given the following: a free-standing or tabletop display on August 16 at the bank training site; the opportunity to address the class; recognition on printed material handed to all class participants, recognition in the WOWRA newsletter and on our website, with links to your company's website. Silver Sponsors also are eligible to receive a 5-percent discount off of WOWRA conference display booth space in January 2013.

## SPONSORSHIP APPLICATION

Level of Sponsorship:     Gold     Silver

Your company: \_\_\_\_\_

Contact person(s): \_\_\_\_\_

Name of person(s) attending on August 16 (if any): \_\_\_\_\_

Address: \_\_\_\_\_

Contact phone numbers: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Type of Payment:

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☐ VISA            ☐ Master Card

Credit Card # \_\_\_\_\_

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**Make checks payable to WOWRA.**

Please contact Erin Krueger at the WOWRA office, as soon as possible, to let us know your intended level of sponsorship. If you would like to participate as a sponsor, please submit this form with a check at the desired sponsorship level to:

WOWRA  
10 E. Doty St., Ste. 523  
Madison, WI 53703  
Phone: 608-441-1436  
e-mail: [ekrueger@kpasllc.com](mailto:ekrueger@kpasllc.com)  
fax: 608-441-1435

WOWRA

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