

**Nebraska Section AWWA
Board Meeting Minutes
March 17, 2008**

Attendees:	15. Craig Reinsch (by conference call)
1. Teresa Konda	16. Mari Matulka (by conference call)
2. Mary Poe	
3. David Lathrop	
4. Eric Lee	
5. Ben Day	
6. Rich Koenig	
7. Eric Melcher	
8. Kevin Tobin	
9. Chris Koenig	
10. Kevin Tobin	
11. John Olsson	
12. Chuck Thomerson	
13. Bruce Dvorak	
14. Marc Rosso	

The meeting was held March 17, 2008 in the Columbus City Hall First Floor Conference Room. Kevin Tobin called the meeting to order at approximately 9:36 a.m.

ROLL CALL – INTRODUCE CONFERENCE CALL ATTENDEES

APPROVAL OF MINUTES

- There were no comments on the minutes from the January 15, 2008 meeting. Bruce Dvorak motioned to approve the minutes. Rich Koenig seconded the motion.

TREASURER’S REPORT

- Chris Koenig is no longer the Section Accountant. Rob Pierce noted that he wants to continue to have a second party involved in authorizing the Section’s financial transactions. John Miriovsky will serve as the Section Accountant. Mari Matulka was asked to send out a notice to the Section that checks and bills should go through Rob Pierce, not Chris Koenig.
- Rob Pierce presented a summary of the Section’s checking account activity from January 1 to March 7, 2008. The record of expenses and income is up to date, except for a couple of checks. People need to submit their expenses for the RMSO meeting.
- Rob presented the final numbers from 2007 Actual Expenses and Budget. Rob noted the League of Municipalities still needs to bill AWWA for training. Chris Koenig needs to complete the tax reports, so Rob should get the bill amount to Chris right away. Rob will discuss internally with the League about coordinating the billing from the League to AWWA with the AWWA calendar.
- The ability to track the pre-conference money was discussed. Chris Koenig recommended creating a separate line in the budget for the money.
- Rob presented the 2008 Budget, which incorporated comments from the January Board Meeting. There was brief discussion on the amount shown for the SRF funds in the Income and Expenditures categories. Bruce Dvorak made a motion to approve the 2008 Budget as presented and amended.

John Olsson seconded the motion. Rob will make corrections to the 2008 Budget and send it to Mari Matulka for distribution.

DIRECTOR'S REPORT

Chris Koenig submitted the following Director's report:

- Chris discussed the book 7 Measures of Success by Remarkable Organizations
 - Remarkable organizations concentrate on:
 - Commitment to members/clients – In our case, we may not be using all of our money to effectively benefit the membership.
 - Eliminate outdated processes – We should revamp or remove inactive committees.
 - Change – We need to continue to be adaptable.
 - Chris suggested that Kevin Tobin and Bruce Dvorak read the book and pass it on.
- Gary Zimmerman is the new Executive Director. He has an executive past, and he is relatively new to the water industry. He sees AWWA as a service organization.
- Mark Grace submitted his resignation.
- Jack Hoffbuhr resigned as Executive Director.
- Craig Woolard is the AWWA President Elect.
- The National AWWA 2008 Budget was approved at \$32,645,500. This is about a 4 percent increase over the previous year.
- The AWWA ACE will be held in Atlanta in June.
- The Nebraska Section received an award for Membership Retention. Chris and Rich Robinson will accept the award at ACE.

OLD BUSINESS

Fall Conference Attendance List to Vendors

- Bruce Dvorak will discuss with other Fall Conference organizations. Nebraska Section AWWA would be agreeable to distributing the list.

RMSO Report

- Bruce Dvorak reported on the Regional Meeting of Section Officers
 - The book Seven Measures of Success... was discussed.
 - From the discussion among Board Members who attended the RMSO, the suggestion was made to have a Board retreat this August or September to do some strategic planning.
 - A retreat location being considered is Mahoney State Park.
 - Items to discuss during the retreat: Review the old strategic plan, succession planning for committees, ways to rejuvenate the committees.
 - The Board does not expect to utilize an outside facilitator at this time.
 - Consider a water-tasting contest for a Fall Conference activity.
 - Discussed activities and tools other sections use. For instance, the Texas Section distributes a member survey; is this something the Nebraska section should consider?
 - Other sections liked the Nebraska Section training coalition calendar.
 - Discussed membership retention. Suggestions to survey members who are leaving to find out why and to require manufacturers and vendors at conferences to be AWWA members.
 - The next RMSO meeting will be in Mexico. It is anticipated that a number of Board members and committee chairs may be interested in attending, so the 2009 budget may need to include expenses to cover more people.

2008 Budget

- 2008 Budget was approved during the Treasurer's report.

Washington Fly-In

- Three members registered to take part. Fly-in date is April 16, 2008.

WFP Trapshoot with IWPCA

- Craig Reinsch reported on his investigation of what would be involved in organizing a trapshoot to benefit water for people. The price information he received indicated that a trapshoot would be fairly economical.
- Craig is working with the Iowa Section on details for the trapshoot.
- The goal is to have 75-100 people participate between the two sections.
- The trapshoot would likely be covered under the facility's insurance.

Posting Draft Minutes – Review Policy

- The discussion was based on whether the minutes from the Section Board Meetings should be posted if they haven't been formally approved.
- Chris Koenig suggested e-mailing minutes to the Board members for review and receiving electronic approval.
- Rich Koenig suggested placing a disclaimer at the top of the minutes and distribute the minutes as DRAFT until the next board meeting when they can be formally approved.
- It was determined that the minutes initially will be sent to the Section Board members and committee chairs and members who attended the Board meeting for review. The recipients should have a date by which to complete their review. Once comments are received, Teresa Konda will send the DRAFT minutes to Mari Matulka to be posed on the section website. The minutes will not be formally approved until the next Board meeting.

WARN Update

- Rich Koenig provided a update on the WARN Steering Committee activities.
- The WARN Steering Committee was scheduled to meet at the Rural Water Conference. The Committee expects to have a draft agreement completed at the end of this meeting.
- Rich Koenig was scheduled to give a presentation on WARN at the Rural Water Conference.
- One of the discussion items for the committee was the timeline to transition from the leadership by the Steering Committee to leadership by the utilities and other AWW members.
- The League of Municipalities plans to include information about WARN in the clerks' newsletter.

NEW BUSINESS

2006 Audit Report

- Chris Koenig provided a copy of the audit report from the review of the Section's financial records.
- Mike Wentink motioned to approve the audit report. Eric Lee seconded the motion.

YP Summit

- YP Summit to be held in Austin, TX, May 1. Cost is \$50 plus travel.

Request from Representative of NWEA to Participate in World Water Monitoring Day

- The first meeting for World Water Monitoring Day will be at the Great Plains Conference April 9.

Membership Summit Report

- Mary Poe provided a report on the Membership Summit that was held in Tampa, FL, February 1-2, 2008
 - Keynote address given by Mark Levin titled *Millennium Membership: How to Attract and Keep Members in the New Marketplace*. Some key points:
 - Bridging the generation gap
 - Understand the differences can help in marketing membership.
 - People today value their time as much as they value money.
 - Technology will continue to change things – keep up to date with it and use it.
 - Due to technology, the definition of *Responsiveness* has changed dramatically. People want quick responses... use technology to give it to them.
 - Be patient for potential members to reach their “peak professional years” and be there when they are ready
 - Recruiting
 - People want value, so don’t market the meeting, market the *value* of the meeting.
 - Create a membership “culture” in your section.
 - “Recruiting New Members” should be on all section officers’ list of duties.
 - Joining a professional organization is a career investment.
 - Don’t be afraid to ask someone to join. If you are turned down, turn it around with Feel, Felt, Found: ”I know exactly how you **feel**. I **felt** the same way. I **found** that it was the best investment I ever made.”
 - Retaining
 - Let members know that you value them as individuals and use their names in mailings, not “Dear Fellow Member.”
 - New members who get involved don’t drop out. Get them engaged first, then involved.
 - Engage as many members as possible.
 - Ask them their opinions – e-mail one or two-question surveys often to members.... This makes them an active member.
 - Show the value of membership, whether members come to the meetings or not.
 - Three essentials for membership growth: 1-Personalize, 2-Customize, 3-Empathize
 - Don’t just have empathy, but communicate empathy; they have to believe that you understand their situation.
 - Follow up effectively...don’t fall victim to lat-time or you may lose new members.
 - Send a thank you e-mail the very next day after joining (never underestimate the power of the “Wow” factor.)
 - Give recognition for simple things like attending a meeting or conference. Let them know you noticed they were there.
 - Section leaders that are good professionals will give people a Reason to Renew!
 - Highlights from the rest of the summit:
 - Student Panel: How to engage young professionals
 - Strategic Planning
 - Only Tap Water Delivers
 - Recruitment and Retention Strategies
 - Role playing and small group discussions

Workforce Development

- Bruce Dvorak presented a brief discussion on the expected number of new employees entering the workforce during the next decade.
 - There is going to be a significant shortage of new workers in the mid-to-late-teens of the next decade, as the “baby bust” high school graduates enters the workforce.
 - This data should have employers thinking about how to fill positions during the next decade.

Water For People – HDR Motorcycle / Bicycle Poker Run

- Chris Koenig informed the group about a motorcycle / bicycle poker run that HDR is organizing to benefit Water For People. The event will be held May 10, 2008.
- Chris asked Mari Matulka to put a link to the poker run information on the NE AWWA website. The Board granted approval for the link on the NE AWWA website.
- Craig Reinsch will include a link to the poker run info website on the national WFP list of activities.

COMMITTEE REPORTS

Audit

- Complete. Discussed under New Business.

Awards

- Steve Kelley reported that letters were sent to the membership regarding the WISA award applications due May 1.

Budget

- Budget was discussed under Treasurer’s report.

Cross Connection

- Rich Koenig provided a report.
- The Cross Connection Committee asked the AWWA Board to extend their 2008 budgeted amount by an additional \$100 for \$600 total to support prize money for a backflow competition.
 - Backflow competitions are held at the Rural Water Conference, Region 12 ABPA, and at the Rural Water Fall Conference.
 - Rich suggested incorporating a head-to-head backflow competition at the AWWA Fall Conference, possibly during the time slot opposite the board meeting.
- Bruce Dvorak will work with Rich to get the backflow competition into the AWWA Fall Conference schedule.

Education

- Mike Wentink provided a report on the Education Committee’s activities.
- Pipe Workshop
 - The pipe workshop scheduled for March 26 is building up attendance. As of March 10, there were 71 pre-registered. It is anticipated to be a large crowd. The location is Mahoney State Park. Registration is \$50 (\$40 if received by March 14). This workshop will provide information on the installation of water mains and includes a short session on asset management.
- AWWA/LoMN Seminars
 - Fall agenda is completed. Manuals will be ordered. Either the Blue Book Operator Companion (\$19) or the AWWA Operator Field Guide (\$27) for use in these sessions.

The hope is to use SRF funds for these materials. The SRF funds will need to be balanced with other training material needs discussed.

- AWWA Bookstore
 - The Section allotment is \$400 per calendar year. New Section prices went into effect in March 2008. Not many changes in prices.

Fall Conference

- Bruce Dvorak reported that he will send a call for papers within the week.
- Bruce will set up a date for a committee meeting to discuss the conference planning on possibly April 18 or April 25. The group discussed that April 25 may work better, so Bruce will tentatively plan on that date for a meeting in Lincoln.
- Bruce has some topics already and encouraged others to think of ideas.
- National AWWA wants to do a town hall meeting at the NE AWWA Fall Conference. This could fit in the schedule during the first morning of the conference.

Fuller Award

- No report.

MAC

- No report.

Membership

- Rich Robinson noted that the pipe workshop will be held at Mahoney State Park March 26. More than 100 attendees are expected. In the future, the pipe workshop may become part of the Great Plains Conference every other year.
- Rich noted that the Section will receive a Membership Retention Award at the AWWA ACE in June.
- Rich discussed a proposal for an AWWA Introductory Packet. Rich presented the draft proposed packet which contained letters, highlighted activities, information on the history of AWWA, Board member and Committee chair contact information, membership application and discount membership coupon. Rich asked for people to let him know if they have any other ideas for the packet.
 - Kevin Tobin suggested increasing the membership discount coupon amount.
 - Possibly provide a greatly discounted or free Fall Conference registration and 50-percent-off individual, operator, and small system utility memberships.
 - Possibly incorporate a one-year drive for utility members, and write the packet cover letter so that management better understands the benefit of membership.
 - The Board will have to discuss and approve the final membership discount amount.
- Rich plans to send a specific letter to non-members who attended the pipe workshop, inviting them to join. He also may mark on the workshop attendees nametags if they are or aren't members.
- Rob Pierce could distribute invitation packets at the League of Nebraska Municipalities activities, city clerks' conference and other places.

Nominations

- Mike Wentink reported that the goal is to have the list of nominations read by May 1.

Public Information

- Mary Poe reported that the Public Information Committee is planning to send public service announcement to radio stations, including Tap Water Delivers.
 - The committee plans to send a few Tap Water t-shirts as thank-you gifts for running the PSAs.

- The committee is working out the details to distribute the PSAs to the radio stations.

Publications

- Mari Matulka noted that Steve Kelley and Gene Siadek are running for positions on NRD Boards.
- Mari reported that Olsson Associates was named in the Top 25 in Excellence in Business Awards.
- The deadline for Wise Water Words is April 25.
- Mari needs the WFP Golf Tournament information by May 12 to get it into this issue of Wise Water Words.
- All the advertisers have paid for their ads.
- There were 979 visitors to the Section website in January.

Research

- Bruce Dvorak reported that this committee merged with the Student Activities Committee.

Safety

- Rob Pierce reported that the Safety Committee submitted the City of Grand Island as an applicant for the LaDue Award.
- Rob noted that nine nominations for the Nebraska Safety Award have been received so far.

Scholarship

- Kevin Tobin gave a report for Jon Zellars.
- The Scholarship Committee received an inquiry from a student about scholarships.
- Dave Lathrop asked which Top Ops team from the NE Fall Conference would be eligible to attend the Top Ops competition at the National ACE. It was determined that the third place team was eligible to go. Dave Lathrop will contact the team to see if they are interested in attending. The Section offers the member \$1,000 each to attend.

Small Systems

- Eric Melcher reported that the Committee expects to meet in April.
- The committee hopes to hold three trainings /workshops this year.

SRF

- Rich Koenig reported there was a request from a small system to purchase a 5 DVD training set which costs \$900 per set. Rich Koenig reminded the Board that the SRF intent is money to be used for training materials to be given to a small system. He suggested the Section add a caveat that other systems be allowed to borrow this community's set. Rich will visit with Doug Woodbeck to make sure the request is acceptable. Rich noted the request and the expenditure of the money needs to be documented.
- Rob Pierce noted the Education Committee received a bill for the recruitment brochures, which will be paid for using SRF funds. Rob will coordinate the amount of the bill with Rich, so he knows how much of the SRF funds are available for the purchasing the DVD training sets.
- The Board had a discussion on the AWWA Library resources:
 - An inventory of the library items exists.
 - The Section needs to incorporate a better way of tracking the materials checked out and returned.
 - The Section needs to better publicize the library materials to the systems in the State.

Student Activities / Research

- Bruce Dvorak reported that the students had a meeting last week.
- Craig Reinsch will speak to the students about Water For People at the end of the month.

- The students plan to help with the Water For People golf tournament.

Water For People

- Craig Reinsch reported on the Water For People Committee recent and upcoming activities:
 - Craig will speak at the student chapter meeting about Water For People.
 - The upcoming WFP Trap Shoot will be held as a joint effort between the Nebraska and Iowa Sections. The date of the trap shoot will be June 3.
 - The Water For People Golf Tournament will be May 9 in Columbus, NE. Craig will distribute golf tournament flyers at events and meetings leading up to the event.
 - Teresa Konda developed a display and presented the display at the Girl Scout World Day of Thinking March 1 in Bellevue, NE. About 160 girl scouts attended the event.

Water Utility Council

- No report. The Washington Fly-In was discussed under Old Business.

Young Professionals

- Justin Stine submitted a report for the Young Professionals Committee.
 - Ben Day is planning a tour with Griffin Pipe as soon as possible, but due to a labor strike, we are waiting on their scheduling. If something can't be worked out with them in the near future, the committee will head in another direction and do Griffin another time.
 - The committee plans to have some participation with the Children's Groundwater Festival in Grand Island May 13, organized by Teresa Konda.
 - The committee added Mike Boyd with MAP to the group, and Justin is trying to find an event the committee could host in the western portion of the state.
 - Ben Day will present the Groundwater Model to 4th and 5th graders at the Earth Wellness Festival March 19-20. Ben also will discuss AWWA and Water For People.

ADJOURN

Chris Koenig motioned to adjourn the meeting at 11:50 a.m. Bruce Dvorak seconded the motion.

NEXT MEETING

The next Board Meeting will be Friday, May 9, 9:30 a.m. Location is tentatively scheduled for Columbus City Hall, 1st Floor Conference Room.