



American Water Works  
Association

**American Water Works Association  
Regional Meeting of Section Officers (RMSO)  
Toronto, Ontario**

**April 17-18, 2009**

**Attendees:**

Jeff Zdrojewski – AWWA Vice President  
Nancy Sullivan – AWWA Section Services Representative  
Christopher McGuiness – AWWA Section Services Representative  
Melanie Penoyar – AWWA Membership Marketing Manager  
John Donahue – Director, Illinois Section  
Laurie Dougherty – Executive Director, Illinois Section  
Terry Mcghee – Chair, Illinois Section  
Dennis Ross – Trustee, Illinois Section  
John J. Van Arsdel – Membership Chair, Indiana Section  
Don Barnes – Chair, Indiana Section  
Duane Gilles – Trustee, Indiana Section  
Dan Hood – Incoming Director, Indiana Section  
Michael Simpson – Chair-Elect, Indiana Section  
Brian Steglitz – Vice-Chair, Michigan Section  
Mike Williams – Chair, Indiana Section  
Jon Eaton – APC Chair, Minnesota Section  
Pete Moulton – Chair-Elect, Minnesota Section  
Dave Schultz – Director, Minnesota Section  
Tim Paustian – Trustee, North Dakota Section  
Eric Volk – Trustee, North Dakota Section  
Brian Bisson – Director, Ohio Section  
Robert Davis – Trustee, Ohio Section  
Joseph Flahiff – Trustee-at-Large, Ohio Section  
Don Freisthler – Chair, Ohio Section  
Cliff Shrive – Membership Chair, Ohio Section  
RaShawn Truss – Professional Services Manager, Ohio Section  
David Weihrauch – WUC Chair, Ohio Section  
Tim Stefanich – Director, South Dakota Section  
Nancy Quirk – Vice-Chair, Wisconsin Section  
Kevin Richardson – Trustee, Wisconsin Section  
Bill Balfour – Executive Director, Ontario Section  
John Braam – Vice-Chair, Ontario Section  
Zoran Filinov – Trustee, Ontario Section  
Saad Jasim – Secretary-Treasurer, Ontario Section  
Lee Anne Jones – Trustee, Ontario Section  
Lesia Lachmaniuk – Membership & Marketing Manager, Ontario Section  
Tim Lotimer – Director, Ontario Section  
Ray Miller – Trustee, Ontario Section  
Tom Moulton – Chair, Ontario Section  
Wayne Stiver – Incoming Director, Ontario Section

Illinois-4	Indiana-6	Minnesota-3	Iowa-0
North Dakota-2	South Dakota-1	Michigan-1	Wisconsin-2
Ohio-7	Ontario-10		



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The following are some points that were taken away from the discussions held at the 2009 Region III Meeting of Section Officers. Although every effort was made to stick to the agenda items, the absence of Gary Zimmerman made things a bit more difficult, as he was scheduled to present a number of items.

Gary Zimmerman Resignation

- Much discussion was held on this topic, mainly asking if there was anything other than 'personal reasons' for his resignation.
- Jeff indicated that the official response would be 'personal reasons and that's it'.
- Paula MacIwaine will remain as the Acting Executive Director at least through ACE.

ACE 2009

- Pre-registration is approximately 4% behind last year.
- Exhibit space is about the same. There are fewer exhibitors, but they are taking more exhibit space.
- Educational sessions will feature 570 presentations in over 100 sessions.
- Australia is expected to have a large contingent at ACE this year.

AWWA Strategic Plan

- Consensus was that the Vision Statement should read that AWWA is the authoritative resource on safe water.
- Commitment to Sustainability: Ontario Section wants to see a focus on drinking water for people and eliminate environment from the statement.

AWWA IT

- There have been many bumps along the way during implementation of AWWA's new data management software, 'Personify'. Many are working diligently to remedy any problems.
- Website, book ordering, conference registration, will be made better/easier with this new software.

AWWA Annual Budget

- Total Annual Budget = \$33 Million
- Currently off approximately 10% (\$3 Million)
- Reserves of \$14-\$15 Million
- Ways to reduce expenses:
  - o Reduce Travel
  - o Leave vacant positions unfilled
  - o Less staff to ACE
  - o Combined Meetings
  - o No raises for AWWA staff



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- Goal is to maintain approximately 50% of annual budget in reserves.
- 18 Sections have more than 50% of annual budget in reserves.
- National Staff to furlough between Christmas and New Year.

Draft Affiliation Agreement

- Several Sections indicated that since it is still in draft form and could change, they are sending a 'Letter of Intent to Sign Affiliation Agreement'.

New Programs

- Web casts are up 400%
- Training on Demand
- Launching new Learning Managements Systems – April 2009
- WQTC 09 – Remote Learning Opportunities

Industry Workforce

- Enhance image of water related jobs.
- Identify and define career pathways and facilitate a common skills-based training.
- Establish a clearinghouse to share workforce best practices.

AWWA & the New Administration

- Stimulus Bill & Drinking Water
- Fly-in: March 24-25, 2010
- National Agenda for Drinking Water

Strategic Report

- BOD is ultimately responsible for Strategic Plan.
- Talking about increasing BOD.
- Look at Plan yearly.

Member Value Report

- Melanie would be glad to conference call with Sections to discuss membership.
- Member Value Study – 11,000 participants (individual, utility, service providers, non-members).
  - o AWWA membership is influenced by promoters.
  - o Knowledge and information are key reasons to renew.
  - o Members value print over electronic.
  - o 80% of products are bought by members.



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### Section Relations Report

- Ad Hoc Committee on AWWA/Section Relations
- 'What are the top 3 things AWWA and the Section should do to better the relationship over the next 5 years?'
  - o Improve Communications – 62% pick this as 1<sup>st</sup> choice, 33% pick this as 2<sup>nd</sup> choice.
  - o Develop a new model for communication that provides an exchange of information that is actionable, inclusive, multi-lateral, and appropriate.

### Other

- Bi-lingual Training Materials: There are some liability issues with translating technical items. Ontario Section has translated items in to French. Argument is that since the tests are given in English, why have training manuals in anything but English.
- Ontario Section voiced their disappointment with AWWA not allowing a 'Wild Card' ACE location.
- Several videos are available on AWWA's website. AWWA History, ACE promotional video, Future Video from ACE '08.
- Next Year's RMSO will be in Minnesota. Preliminary discussion was that it was going to be held in the Twin Cities in late March or Early April. 2011 RMSO will be in South Dakota (probably Rapid City).