

# Water IS Water



PO Box 792 Traverse City MI 49685 231 233 1806

Tax ID: 20-0042087



- Organization
- Development
- Partnerships
- Programs
- Education
- Outreach & Social Media
- Policy Initiatives
- 2014-15 Goals & Challenges







# Water IS Water --- Not Waste

# ORGANIZATION









- The name was officially changed from Northwest Michigan Onsite Wastewater Task Force to WasteWater Education to fully reflect the national and international scope of activity.
- Incoming Board Chair Jason Menchhofer R.S., Environmental Health Director for Van Wert County, OH took over for Christie Cook of MI RCAP.
- Two new members joined the Board Of Directors.
  - Sam Lines Sales Engineer, Safety Director, Lean Coordinator, Concrete Sealants, Inc.
     Executive Director of the Ohio Precast Concrete Association
     National Precast Concrete Association Education Committee
  - Kay Lackey, M.A., C.M.A.A., C.B.C.S.
     KL CONSULTING, Chicago, IL Independent Organizational Development Consultant
- Sharon Vreeland became Organization Development Officer





# "Vision without implementation, is hallucination."

- Colin Powell

# DEVELOPMENT

- WasteWater Education struggled financially in 2013-14 due to several factors:
  - \* an inability to secure grant funding for environmental programming;
  - \* lower than expected revenue from Operating Support Raffle;
  - \* general restructuring phase for the organization
- However, the Fiscal Year ended on a strong note with increased income from service provider training and the launch of the H2Outstanding Supporter program.
   12 sponsors will underwrite one month of base operating.
  - **Jet Inc. became the first H2Outstanding Supporter,** underwriting the expanded Adobe Connect Distance Learning and Programming Service.
- At the July 2014 Annual Retreat, the Board completed the GuideStar Charting Impact process to enable application for Gold status.
- The contractual relationship with Sharon Vreeland as Development Officer has enabled the creation of a grants and proposals calendar.
- Board Member Kay Lackey and Executive Director Dendra Best attended MCON14
   ~ "a two-day experience where corporate, cause, and public leaders see how the
   next generation is redefining how we tackle issues in our communities, build
   movements to create change, and use our talents and resources to inspire peers."





WASTEWATER EDUCATION'S EDUCATION EVENTS ARE MADE POSSIBLE BY A GRANT FROM JET INCORPORATED

WWW.JETINCORP.COM 800-321-6960

M 750 ALPHA DRIVE
CLEVELAND, DH 44143
ISO 9001:2008 CERTIFIED



"WATER DOES NOT RESIST. WATER FLOWS. WHEN YOU PLUNGE YOUR HAND INTO IT, ALL YOU FEEL IS A CARESS. WATER IS NOT A SOLID WALL, IT WILL NOT STOP YOU. BUT WATER ALWAYS GOES WHERE IT WANTS TO GO, AND NOTHING IN THE END CAN STAND AGAINST IT. WATER IS PATIENT. DRIPPING WATER WEARS AWAY A STONE. REMEMBER THAT, MY CHILD. REMEMBER YOU ARE HALF WATER. IF YOU CAN'T GO THROUGH AN OBSTACLE, GO AROUND IT. WATER DOES."

— MARGARET ATWOOD, THE PENELOPIAD



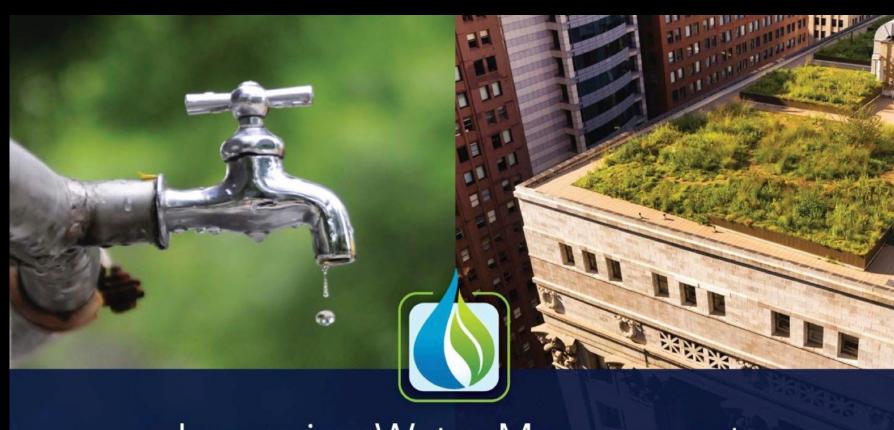
"WasteWater Education believes passionately that partnerships and teams can achieve the seemingly impossible. We have no ego.

We don't care who gets the credit - as long as it gets done."

Dendra Best. Executive Director

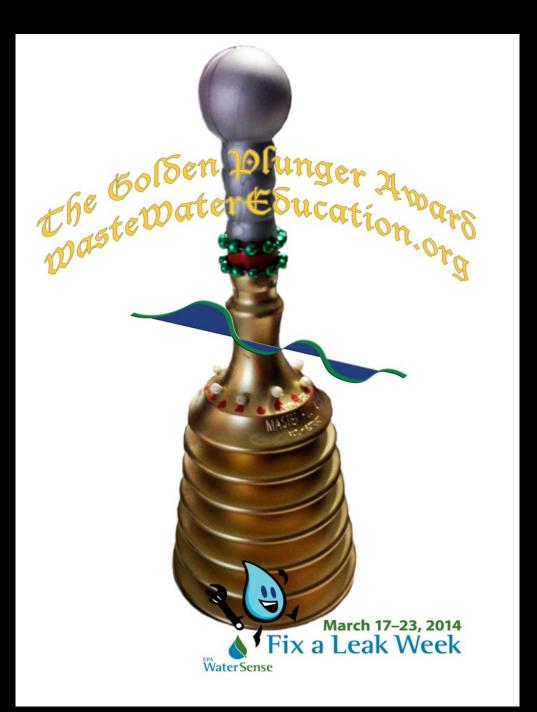
## PARTNERSHIPS

- Year Two of being a team member to develop an online tool for creating individualized owners manuals for community onsite wastewater systems lead by the University of Minnesota.
- Year Two of being an Advisor for the Improving Water
   Management in the Great Lakes Basin project lead by the Great Lakes Commission.
- Year Six as <u>EPA WaterSense Partner</u>
- Year Six as member of the Healing Our Waters Coalition
- Participant and advocate for <u>Ohio State University Climate</u>
   <u>Change Outreach Program</u>
- Google For NonProfits partner and grant recipient
- Habitat for Humanity of Michigan



Improving Water Management in the Great Lakes Basin

Extreme Makeover: How Six Model Municipalities
Are Greening Their Water Management Program
and Their Bottom Line
May 6, 2014



## PROGRAMS

- Fix A Leak Week 2014 saw us launch the Golden Plunger Relay Race!
  Teams of virtual racers ReTweeted a daily message each day of Fix A Leak Week relevant to EPAWaterSense
- The winner was **Arizona AMWUA!**
- The estimated impact? 270,000 views!









Flo the EPAWatersense Mascot with her personalized Golden Plunger!

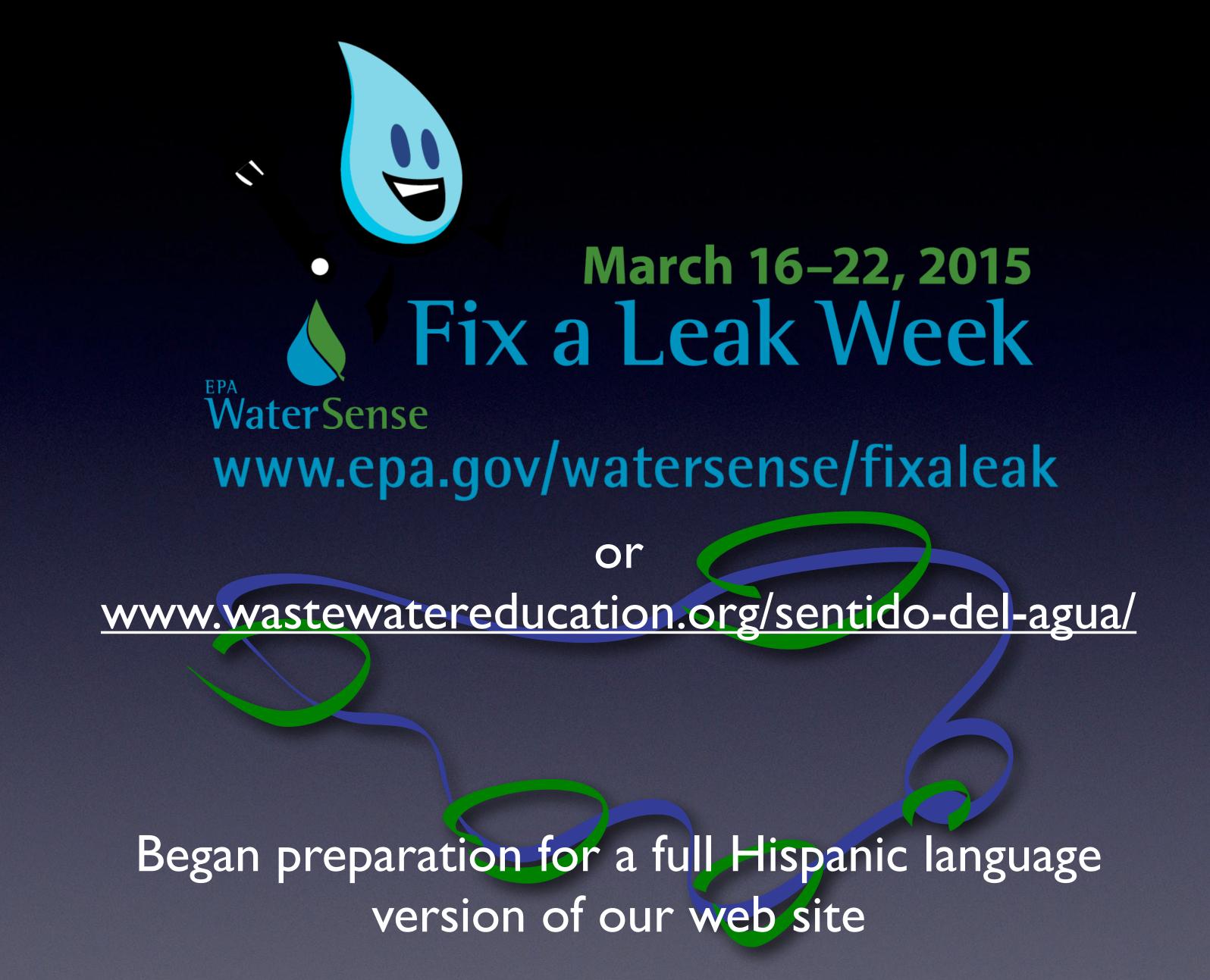


# Dé el primer paso para eliminar las fugas

Los hogares en los Estados Unidos pierden más de mil billones de galones de agua cada año y entre otros tenemos como culpables a los inodoros que pierden agua, los grifos que gotean y las tuberías defectuosas. Pero es más fácil de lo que piensa dar el primer paso para eliminar esas fugas.

Aprenda cómo hacerlo en www.epa.gov/watersense

Semana de Repare una Fuga





# PUBLIC HEALTH ALWAYS WORKING FOR A SAFER AND HEALTHIER WASHINGTON

#### **Evaluation of OSS Nitrogen Removal Technologies**

Regulatory Round Table Review Series March 11, 2014

Lynn Schneider, Washington Department of Health Office of Shellifish and Water Protection



## PROGRAMS

- **Regulators Round Table** ~ a series of open forums to discuss relevant wastewater issues provided at no cost to environmental health staff.
- Instituted as a service for cash strapped regulatory employees.

UNDERSTANDING MORE ABOUT
WATER BALANCE FOR BETTER
LAGOON OPERATIONS
IN MICHIGAN

#### PRESENTERS:



DAVID VER SLUIS

ENVIRONMENTAL PROFESSIONAL (EP),
PRINCIPAL SIERRA CONSULTANTS

MARC MIDDLESTADT

#### MODERATOR



Connecting the drops
The Case For
Sustainability
04/28/14

DENDRA J. BEST
EXECUTIVE DIRECTOR
WASTEWATER EDUCATION 501(c)3

http://eoimages.gsfc.nasa.gov/images/imagerecords/83000/83169/ GreatLakes amo 2014050 Irg.jpg acquired February 19, 2014

# Collaborative Water Solutions. com





VIDEO PSA - CLICK HERE

### PROGRAMS

- CollaborativeWaterSolutions.com

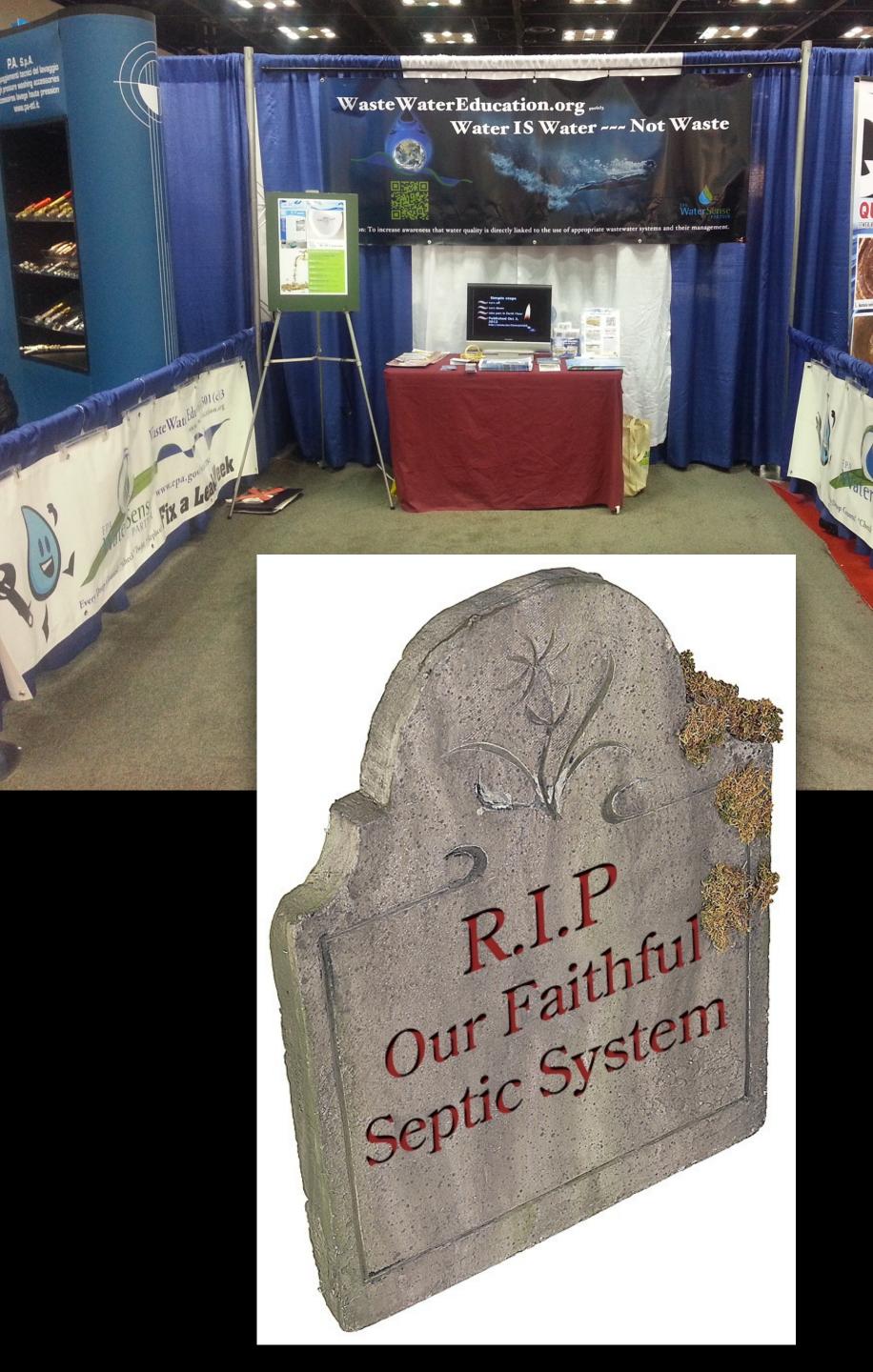
  WasteWater Education hosts and acts as the Administrator for this community decision making and affordable wastewater planning tool.
- WaterAndWastewaterForum.com ~
   WasteWater Education hosts and acts as the Administrator for the international Help Forum.



## EDUCATION

- WasteWater Education hosts and originates distance learning education events, both for professional
   Continuing Education and for general public outreach.
- WasteWater Education provides a comprehensive listing of resources on our web site.
- Helped 2 new septic providers get their licenses by providing 10+ hours of CEU education classes online.

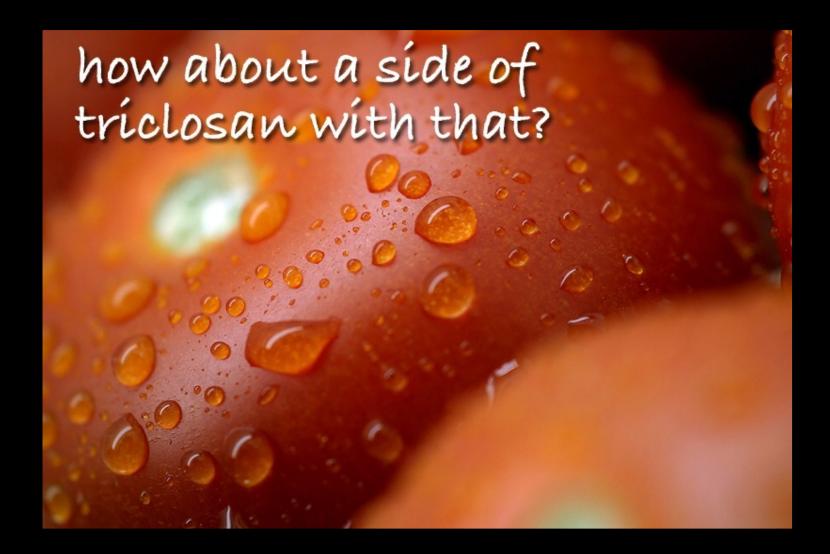




## EDUCATION

- WasteWater Education provides a broad range of education opportunities, online and on site.
- Regularly receives a complimentary exhibit space at the Indianapolis <u>WWET.com</u> expo
- Created a series of publicly available T shirts
- Participated in a joint US Canadian dialog for the Great Lakes
   Water Quality Agreement and supported a Canadain initiative to
   draw attention to the environmental and public health impacts of
   triclosan and tricloban
- Participated in EPA SepticSmart Week 2013

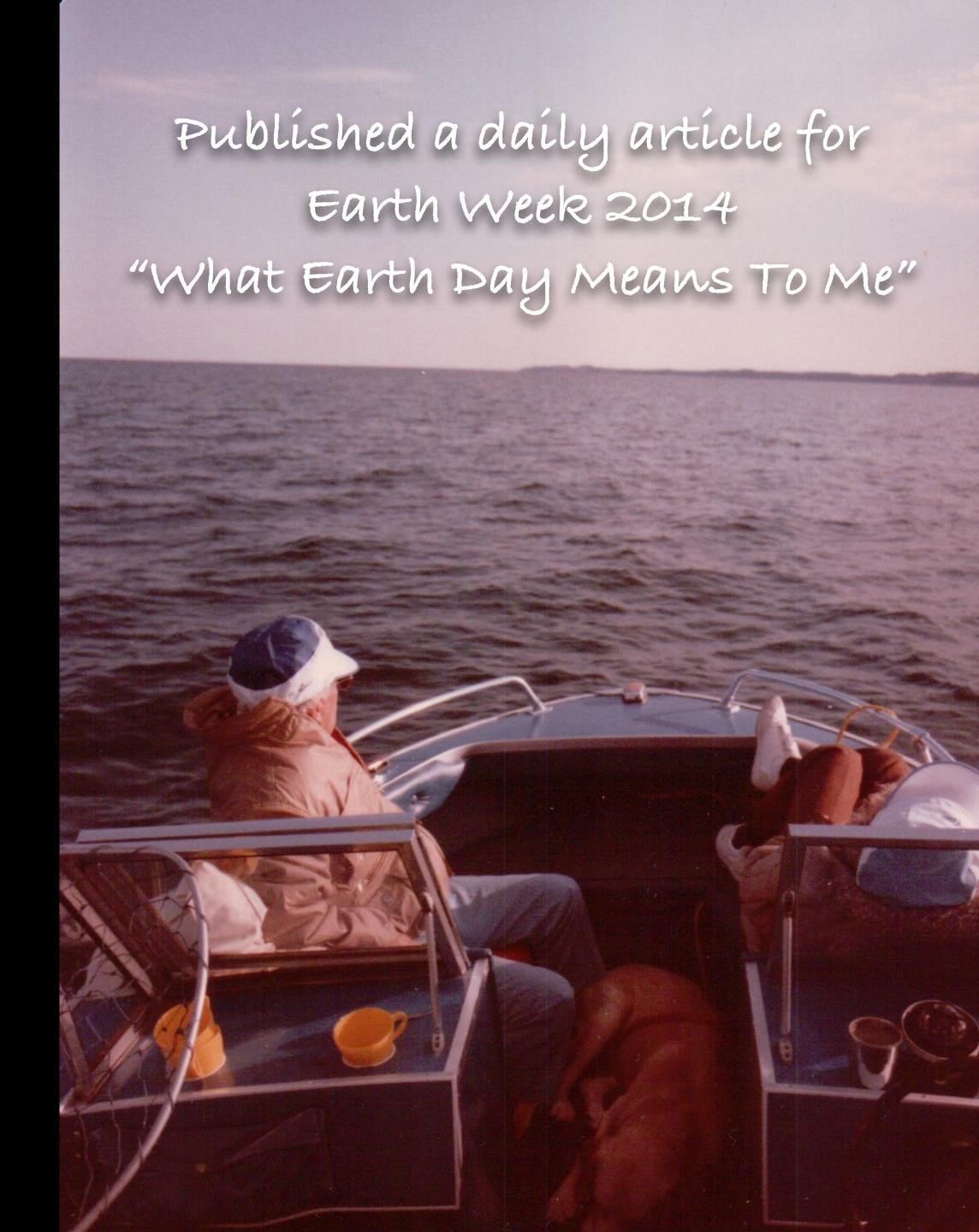




## SOCIAL MEDIA OUTREACH

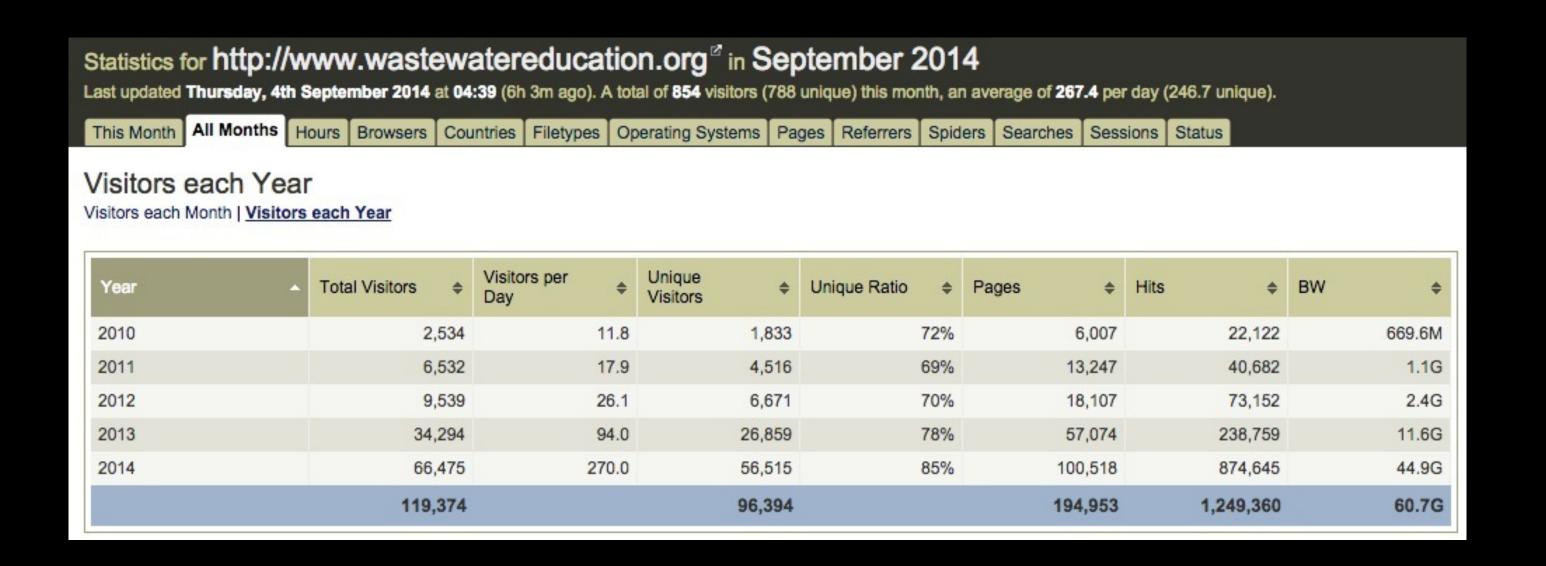
- WasteWater Education has consistently expanded its social media presence.
  - LinkedIn increased connections to 1,255
  - Twitter increased Followers to 1167
  - Google+ increased to 110 followers, 28,752 views
  - YouTube 117 subscribers 10,989 views
  - Facebook used for general public outreach 223 Followers
  - Launched WasteWaterEducation.info magazine





## SOCIAL MEDIA OUTREACH

- WasteWater Education is a Google for NonProfits
   Partner and a Google Grants recipient.
- In 2014 we received a Google Maps Engine grant to publish interactive GIS mapping.
- We were a Google One Today BETA tester.
- We chose to share our platform to assist other environmental nonprofits.





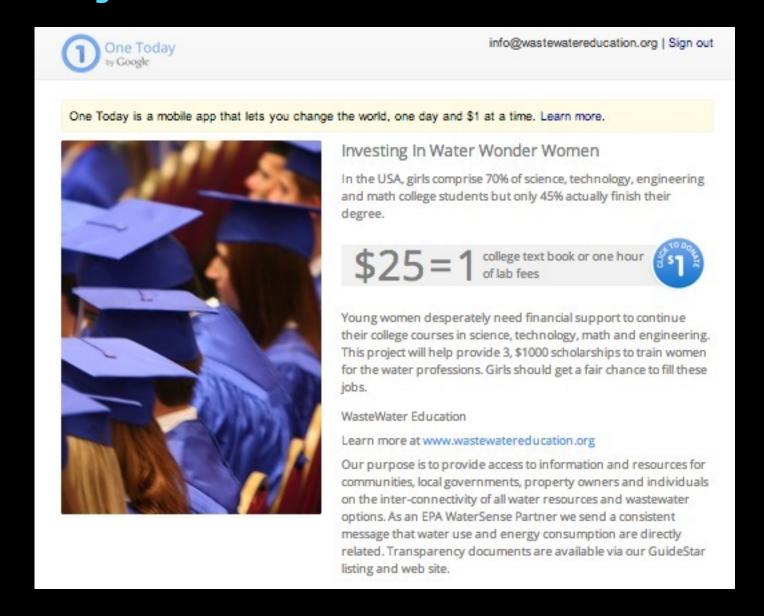
# Google Analytics For Nonprofits

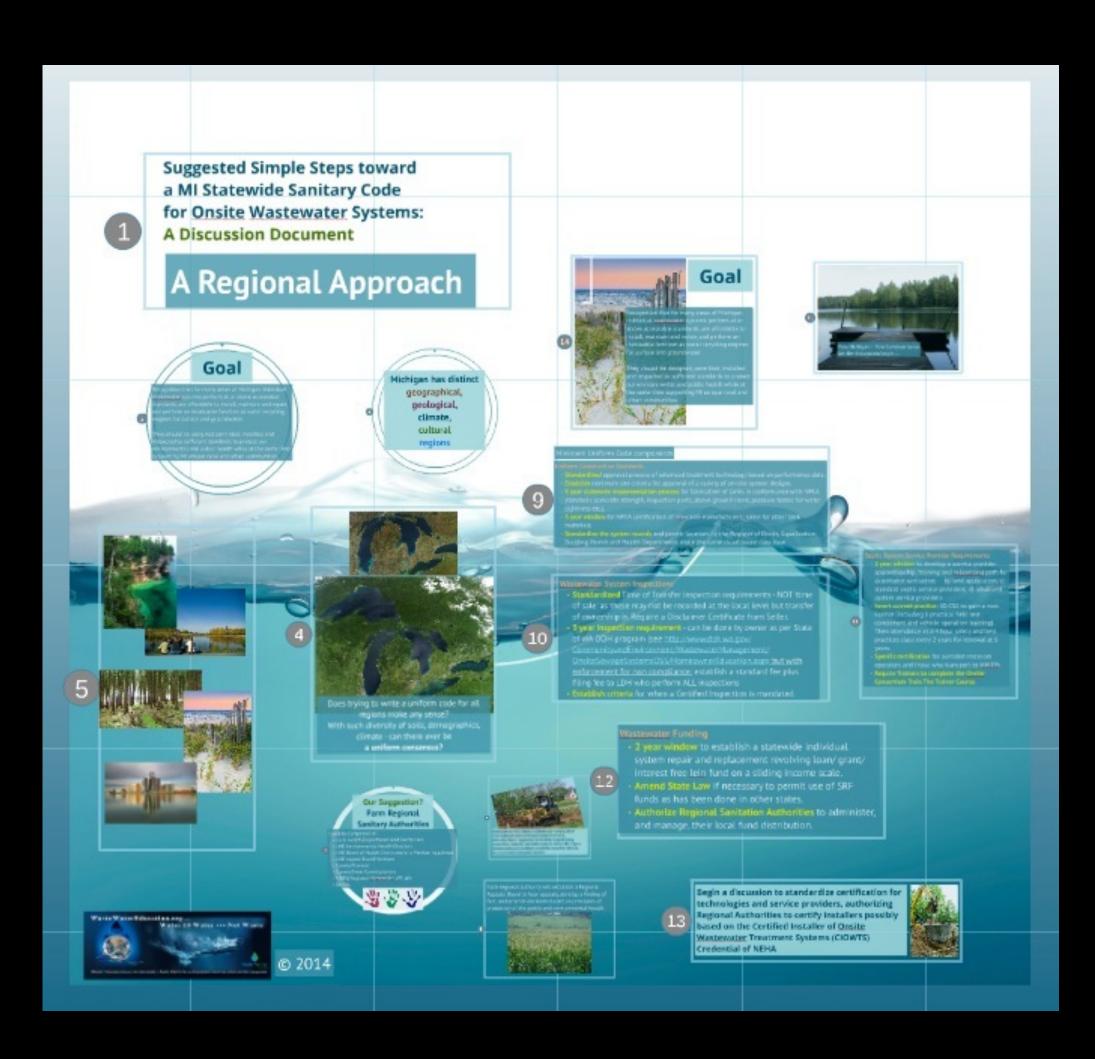


Chris Middings
Founder & President, NPG
cmiddings@gmail.com



### http://www.youtube.com/wastewatereducation





## POLICY INITIATIVE

- WasteWater Education undertook a series of White Papers to propose an incremental 'simple steps' approach to implementing a Michigan Statewide Code for Onsite Wastewater.
- It proposed establishing regional sanitary authorities, based on similar geology, soils and geography.
- It proposed establishing a base of licensing and certification credentials to be administered and financed by regional health agencies.
- It proposed establishing a low/no cost septic repair and replacement revolving loan fund.
- The project is still publishing at <a href="http://wastewatereducation.info/suggested-simple-steps/">http://wastewatereducation.info/suggested-simple-steps/</a>

# Link to Prezi



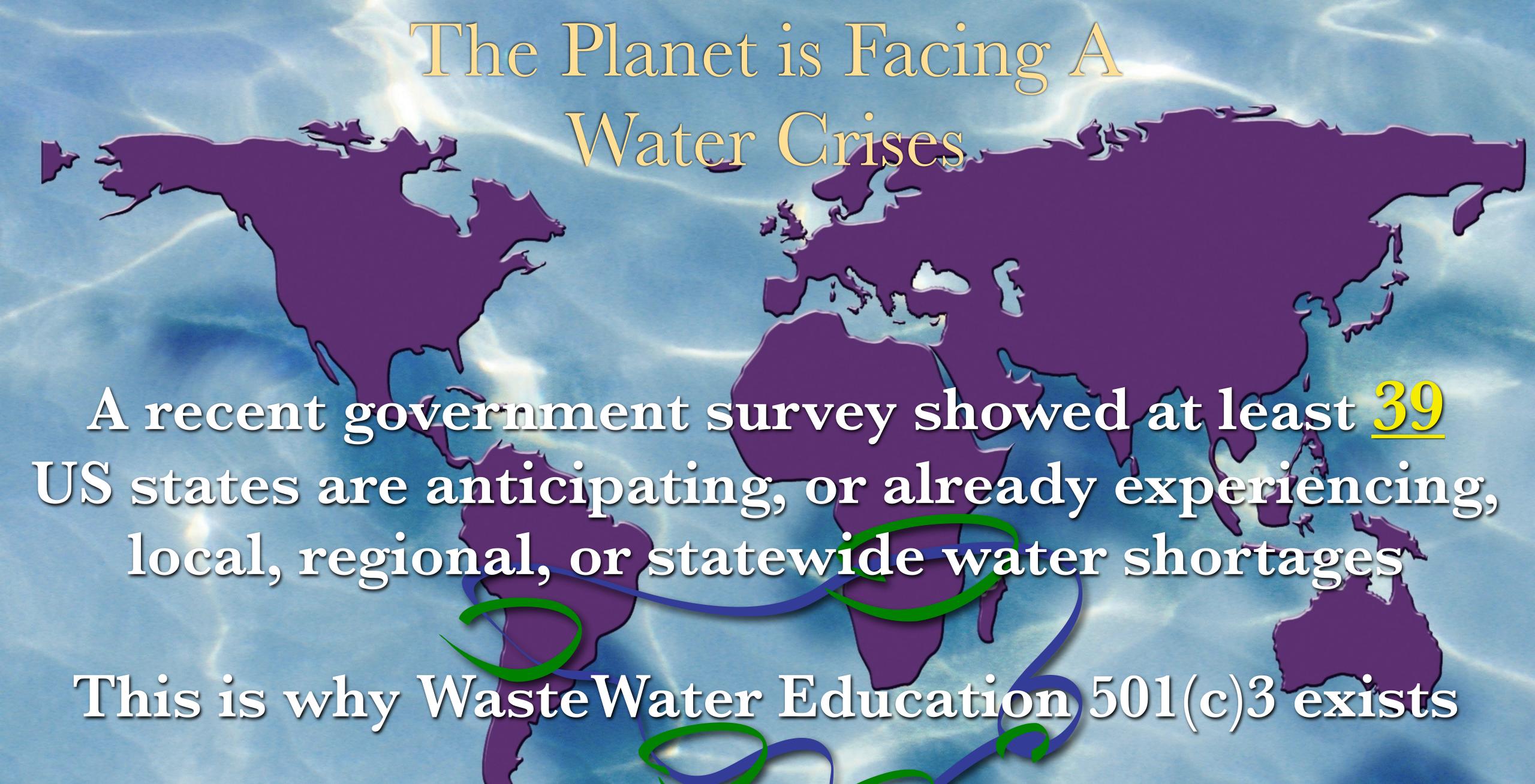
## CHALLENGES

- WasteWater Education has established a reputation for innovation and excellence ~ however our ability to produce such excellence on a shoestring, often with volunteer expertise works against us when submitting funding proposals. Judge us by our programs not our budget.
- Our budget is minimal, underneath the threshold for an Annual Audit, but performing a CPA Audit is imperative to attach to major proposals.
- It is an uphill battle to overcome many of the myths held by the public, municipalities and funding agencies that wastewater education IS an environmental and public health initiative and that wastewater service and energy consumption are linked.
- In FY2013-14 the organization posted a small loss of \$873

# GOALS FOR 2014-15

#### • As identified at the 2014 Board Retreat:

- 1. Assembling a team of service providers to craft a meaningful, online, on-demand, Continuing Septage Education set of classes for MI and other states.
- 2. Expand Social Media activity with emphasis on LinkedIn, Twitter, Google+.
- 3. Strengthen Partnerships to offer online, on-demand continuing education classes with national, state and local entities.
  - Our philosophy is simple 50% of something is preferable to 0% of nothing.
- 4. Expansion of Google Hangouts YouTube guest events, Tuesday@Two, Regulator Round Table, Flushed With Success fully utilizing Adobe Connect based productions.
- 5. H2Outstanding Circle of Friends fill the full 12 Underwriter spots.
- 6. Expand publishing articles either by Executive Director, Board or Guest Authors on <u>Wastewatereducation.info</u>.
- 7. Achieve financial stability in preparation for Executive Director Succession Plan.



#### **Our Mission**

To provide education which increases public awareness of the link between clean drinking water, safe recreational waters, environmentally sustainable surface and groundwater with watershed based, best management practices related to appropriate wastewater systems, technology, treatment and management.

To engage in activities which create a climate of informed consent where wise choices can be proposed for appropriately sized wastewater systems which are cost effective to construct, operate and maintain, while minimizing environmental and energy footprint and sprawl.

Quite simply we are in the sustainable wastewater education business to be achieved in the most cost effective sustainable means possible.

#### We have two basic commitments:

a) to protect and preserve watershed, surface and groundwater resources through proactive, comprehensive education and management programs, and

b) to provide free access to a comprehensive resource of information, education and training for individuals, regulatory staff, service providers, schools, communities and local government.

#### **FY2014-15 Board of Directors**

Chair: Jason Menchhofer R.S.
Environmental Health Director
Van Wert County Health Department
419-238-0808 extension 108
jmenchhofer@vanwertcountyhealth.org
http://www.vanwertcountyhealth.org/

Vice Chair: Scott J. Kendzierski, R.E.H.S., M.S. Director of Environmental Health Services
Health Department of Northwest Michigan
220 West Garfield Ave. Charlevoix, MI 49720
231-547-7651 Phone
231-547-6238 Fax
s.kendzierski@nwhealth.org
www.nwhealth.org

**Treasurer:** William Crawford. MSA. R.S. Benzie-Leelanau District Health Department 6051 Frankfort Highway, Suite 100 Benzonia, MI 49616 (231)882-4409 | FAX#: (231)882-2204 wcrawford@bldhd.org

Secretary: Sam Lines, MBA

Sales Engineer, Safety Director, Lean Coordinator, Concrete Sealants, Inc. Executive Director of the Ohio Precast Concrete Association National Precast Concrete Association Education Committee (Office) 800-332-7325 (Direct) 937-34-SEAL1 (937-347-3251) using Google Voice

#### **Board Members**

Philip J. Tannian
Environmental Legal Service, P.C.
Grosse Pointe Farms, MI 48236
Member Environmental Law Section of
the State Bar of Michigan
Board Member of Michigan Habitat For Humanity
(313) 995-1134
tannianp@gmail.com

Kay Lackey, M.A., C.M.A.A., C.B.C.S.
Business Cell: 312-869-9482
Business e-mail: kay@conversationwithkay.com
KL CONSULTING, Chicago, IL
Independent Organizational Development Consultant

#### Staff

Executive Director Dendra J. Best
LinkedIn Profile
Michigan League for Public Policy
National Environmental Health Association
(231) 233-1806
info@wastewatereducation.org
PO Box 792, Traverse City, MI 49685

Development Officer Sharon E. Vreeland 1758 Black Bark Ln Traverse City MI 49696 sharonvreeland@gmail.com 231-649-8334

#### **Technical Consultants**

Daniel R. Thorell, M.S., R.S.
Environmental Sanitarian
Grand Traverse County Health Department
Environmental Health Division
2650 LaFranier Road Traverse City, MI 49686
Phone:(231) 995-6021 dthorell@gtchd.org

Peter Read.
Read & Associates LLC.
Traverse Area Association of Realtors
856 E Eighth St. Traverse City, MI 49686
231-346-6300:eFax
(231) 633-1165
peter@peterread.com

WasteWaterEducation.org 501(c)3



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