• Organization
• Development
• Partnerships
• Programs
• Education
• Outreach & Social Media
• Policy Initiatives
• 2014-15 Goals & Challenges
• 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.”
“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 EPA WaterSense Partner
• Year Six as member of the Healing Our Waters Coalition
• Participant and advocate for Ohio State University Climate Change Outreach Program
• Google For NonProfits partner and grant recipient
• Habitat for Humanity of Michigan
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](http://EPAWaterSense)
- The winner was **Arizona AMWUA**!
- The estimated impact? **270,000 views**!

Flo the EPAWatersense Mascot with her personalized Golden Plunger!
Began preparation for a full Hispanic language version of our web site
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.
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.
WasteWater Education provides a broad range of education opportunities, online and on site.

Regularly receives a complimentary exhibit space at the Indianapolis WWET.com 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 Canadian 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

Published a daily article for Earth Week 2014 “What Earth Day Means To Me”
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.

http://www.youtube.com/wastewatereducation
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 http://wastewatereducation.info/suggested-simple-steps/
• 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.
  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 Wastewatereducation.info.

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 Wastewatereducation.info.
The Planet is Facing A Water Crises

A recent government survey showed at least 39 US states are anticipating, or already experiencing, local, regional, or statewide water shortages.

This is why WasteWater Education 501(c)3 exists.
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.

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.

Our Mission
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.

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