



# Kentucky Rural Water Association

Helping water and wastewater utilities help themselves

December 10, 2013

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PUBLIC SERVICE  
COMMISSION

Mr. Jeff Derouen, Executive Director  
Public Service Commission  
PO Box 615  
Frankfort, KY 40602-0615

2013-00443

Dear Mr. Derouen:

Kentucky Rural Water Association will host its Management Conference – *Leading the Way* – at the Sloan Convention Center in Bowling Green, Kentucky on February 19-20, 2014. Please find enclosed a training summary which includes a timed agenda, a description of each session, and speaker biographies.

These sessions will offer six (6) hours on day one and three (3) hours on day two, with a maximum of nine (9) hours of continuing education credit for both days. Approval for continuing education credit has been requested from the Kentucky Board of Water Treatment and Water Distribution System Operators. A copy of that application is included.

With this letter and enclosures, Kentucky Rural Water Association respectfully requests that this training be approved for continuing education credit for commissioners as referenced in regulation 807 KAR 5:070. If additional information is needed, please do not hesitate to contact our office.

Sincerely,

Janet Cole  
Education Coordinator  
j.cole@krwa.org

Enclosures (Original and 10 packets)

**Kentucky Rural Water Association**  
**2014 Management Conference – *Leading the Way***  
**February 19-20, 2014**  
**Sloan Convention Center**  
**Bowling Green, Kentucky**

Learning Objective: The management conference will be directed toward the operators, managers, office personnel, and decision-makers of water and wastewater utilities. This year's conference will offer discussions on trends and ideas affecting our industry and will present ideas for planning and preparing for the future of drinking water and wastewater services in the Commonwealth.

A timed agenda and brief description of each session follows.

**Day One – Wednesday, February 19, 2014**

- |          |                        |  |
|----------|------------------------|--|
| Topic #1 | 8:00 - 9:00 a.m.       | <b>360 Degrees of Leadership</b> (1.0 hr.)<br><i>Dave Tatum, Plant Manager, General Motors Bowling Green Assembly Plant</i><br>Research has proven that the effectiveness of an organization's leaders has a direct impact on employee productivity and commitment, customer satisfaction, and innovation. This session will review not only the traditional view of leadership but introduces other forms of leadership. This session is designed to give personnel in the water and wastewater industry new tools in the management and supervision of employees and to give employees new skills to improve their performance and the overall work environment with.  |
| Topic #2 | 09:20 – 10:20 a.m.     | <b>The Power of Purpose</b> (1.0 hr.)<br><i>Greg Coker, President, The Cathedral Institute</i><br>Are you just a meter reader? Are you just a wastewater plant operator? Are you just a backhoe operator? Or, are you keeping your community safe and healthy and the environment safe and clean. The most productive and successful people in life and work are those with purpose, those focused on the company mission. This session will cover leadership qualities and communication strategies that will help supervisors and managers achieve greater performance within their utilities, emphasize the benefits of operators and employees who understand the "big picture", and to understand the dynamics that occur within an organization.   |
| Topic #3 | 10:40 – 11:40 a.m..    | <b>All Stressed Up and No Place to Go</b> (1.0 hr.)<br><i>Skip Worth, Director of Sales and Marketing, First Choice Home Medical</i><br>It's no secret that managing a utility can be stressful. But one does not have to be a manager to experience stress. Operators can, at times, can find themselves working under very stressful conditions. The personal lives of employees can also bring stress to the work environment. Stress in any form can hurt the ability of someone to perform their duties. This session is designed to give managers and operators tools to recognize signs of stress in themselves and their fellow employees, tools to help cope with and manage the stress, and ways to prevent stress from becoming an issue.   |
|          | 11:40 a.m. – 1:00 p.m. | Lunch Break  |
| Topic #4 | 1:00 – 2:00 p.m.       | <b>The Value of Water: The New Communications Challenge</b> (1.0 hr.)<br><i>Barbara Crow Theobald, Water Utility Professional</i><br>"Water falls from the sky, so it should be free!" If you stay in the water and wastewater business long enough you will hear a version of that statement. One of the greatest challenges drinking water and wastewater utilities have is showing the public the value of water. Implementing realistic rate structures can be difficult when a utility is faced with the attitude of that statement. Convincing public officials to fund needed projects can be difficult for the same reason. As a resource water is getting rarer, even in a water blessed state such as Kentucky. This session will cover the communication and public relation challenges that utilities face with the general public, their customers, and their elected officials. Also covered will be suggestions on how to effectively communicate the value of water and its importance to communities. |
| Topic #5 | 2:15 – 3:15 p.m.       | <b>Home Service Emergencies – A New Opportunity</b> (1.0 hr.)<br><i>Vince Guenther, Senior Utilities Consultant, HomeServe USA</i><br>This session will cover a new service that utilities can provide to enhance the value the utility brings to their customers. HomeServe is a company that partners with drinking water/wastewater utilities and with local contractors to provide home emergency repairs  |

for service lines, home plumbing, and home septic systems. The utility collects fees for the service with the monthly bills allowing the utility to earn a commission. This service has been shown to have strong customer participation and high customer satisfaction and can provide a new revenue source to water and wastewater utilities. HomeServe has helped over 10,000 Louisville customers with home service emergencies. Increased maintenance on home plumbing can both reduce the amount of water used by utilities and reduce the impact on the environment from poorly maintained customer owned sewage plumbing and septic systems.

Topic #6            3:30 -- 4:30 p.m.            **The Affordable Care Act: Update**            (1.0 hr.)  
*Kelly Hagan, Director of Operations/Employee Benefits, Neace Lukens*  
The Affordable Care Act is moving closer to full implementation. The ACA has the potential to significantly affect the budgets of Kentucky utilities, their future planning, and their ability to maintain technical, managerial, and financial capacity. Utilities may be faced with considerable changes to the cost and complexity of providing health insurance to their employees. Now that the law is closer to implementation, we know more about what the law will bring and a more accurate forecast can be made. This session will bring up to date information about the ACA and its potential effects on water and wastewater utilities.

### **Day Two – Thursday, February 20, 2014**

Topic #7            8:00 - 9:00 a.m.            **Leading the Way in Technology**            (1.0 hr.)  
*Clem Wethington and Bryan Burns, Kentucky Rural Water Association*  
This session will cover new uses of technology for water and wastewater utilities. Topics covered will include recordkeeping programs and how such programs can enhance water and wastewater utilities' ability to meet compliance. Also covered will be the importance of websites and social media sites for public relations and public notifications for utilities. Other technologies helpful to the industry will also be covered.

Topic #8            9:20 – 10:20 p.m.            **Increasing Awareness of Workplace Safety**            (1.0 hr.)  
*David Stumbo, Safety Program Manager, Division of Occupational Safety and Health Education and Training, Kentucky Labor Cabinet*  
Drinking water and wastewater utility decision makers should know that Kentucky OSHA conducts compliance inspections of water and wastewater facilities without notice and sometimes issues hefty fines. But did you know that there is a helpful twin? It is the Division of OSH Education and Training. This seminar will include details of both compliance inspections and free services available to help avoid citations and, more importantly, workplace injuries. The speaker will also give details on new and upcoming regulations including the Globally Harmonized Systems of Classification and Labeling of Chemicals (GHS).

Topic #9            10:40 - 11:40 a.m.            **Turning Surplus Into Savings**            (1.0hr.)  
*Gary Thornton, Program Coordinator, Kentucky Division of Surplus Property*  
The state surplus property program disposes of excess federal and state surplus property (two distinct programs with different rules and regulations) in the most cost efficient manner and in the best interest of the Commonwealth of Kentucky and its citizens. The program promotes and facilitates sustainable reuse of personal surplus property to state and local governments and qualifying non-profit entities. A wide variety of items useful to water and wastewater utilities such as heavy equipment, vehicles, laboratory and computer equipment, or something as simple as office furniture, are often available. This session will show utilities how to take advantage of the state surplus property program to obtain needed equipment and materials at substantially reduced prices thus enhancing their financial capacity.

Criteria for Training Credits: Attendees will be granted credit for actual time attending the training sessions. The maximum number of hours earned for day one will be six (6) hours. The maximum number of credit hours for day two will be three (3) hours. An individual sheet will be provided to attendees to record their presence in each session. This sheet will be stamped by KRWA personnel after the completion of each period. Individuals must return the completed sheet to KRWA in order to receive credit for attendance.

Kentucky Rural Water Association requests the approval of nine (9) hours of continuing education credit for water district commissioners for this two-day Management Conference.

### **Kentucky Rural Water Association**

## Speaker Bios

**Dave Tatman** was appointed plant manager for the General Motors Bowling Green Assembly Plant in August 2010. Tatman received a Bachelor of Science degree in Industrial Engineering from Ohio State University in 1980 and a Master's degree in Business Administration from the University of Michigan in December, 1985. Dave is a contributing author to "Building Cathedrals: The Power of Purpose." He has held numerous supervisory and management positions for the automotive industry over the past 35+ years.

**Greg Coker** is the founder of *The Cathedral Institute*: a full-service leadership development and consulting firm focusing on *Empowering People, Building Teams, Transforming Organizations and Changing the World*. He has over 25+ years' experience as a senior level manager with three different fortune 500 companies, a government regulator, an elected official and a state-wide leader. His experience ranges from leading the training & development for over 80,000 employees to directing the governmental affairs and public relations at both the state and federal level. His clients include public education, business and industry, colleges and universities, nonprofit organizations and high performance individuals who benefit from his executive/life coaching. Greg is the author of "*Building Cathedrals: The Power of Purpose*" and travels the country delivering the keynote speech and conducting workshops based on the principles of leadership, employee engagement, culture and purpose.

**Skip Wirth** is the Director of Sales & Marketing for First Choice Home Medical in Bowling Green, Kentucky and a contributing author to "Building Cathedrals: The Power of Purpose." He graduated with honors from Western Kentucky University (WKU) with degrees in Nursing and Public Health, and has a Master's Degree in Organizational Communication. He is an adjunct faculty member at WKU in the Department of Speech and Communication. Throughout his career, Skip has presented to numerous groups on stress management, wellness, team building, leadership, communication, customer service, and humor in the workplace.

**Barbara Crow Theobald**, Water Utility Professional, considers her most important roles in life are that of mom and wife and is currently enjoying retirement after working as a water utility professional and journalist for the past 30 years. Barbara is a graduate of Western Kentucky University. Her responsibilities at Louisville Water Company included: Public Information Manager Louisville Water Company, Corporate Communications, Media & Community Relations, Customer Ombudsman, Employee Communications, Corporate Giving (Metro United Way, Water for People, Fund for the Arts), Special Events Coordinator. Her Broadcast Journalism career includes: WHAS-TV, Louisville, Kentucky, WBKO-TV, Bowling Green, Kentucky, WKCT-Radio, Bowling Green, Kentucky, Public Information Department, Governor John Y. Brown (Reporter, video tape editor, anchor, writer, producer-8 years new experience). Barbara is currently doing freelance writing and public relations consulting and working part-time again for my favorite company...Louisville Water!

**Vince Guenther** served as Manager of Government Affairs for the Louisville Water Company (LWC) from October of 1991 to September of 2013. Mr. Guenther was responsible for acting as a liaison with local, state and federal elected officials. He was responsible for monitoring legislation, advocating the company's position and lobbying the KY General Assembly. Mr. Guenther's leadership positions in the Company included membership on the Strategic Planning Team, support for the company's Regionalization and Business Development efforts and management of the Mayor's Utility and Public Works Advisory Committee, which was tasked with evaluating synergies between Louisville Water, Louisville MSD and the Louisville Department of Public Works. He was also responsible for managing the company's contract with HomeServe USA, offering LWC customers with full service warranty products to protect their water service lines, sewer service lines and internal plumbing and drainage. He currently offers utilities consulting in business development, strategic planning and government relations. He has a contract with HomeServe USA to introduce their products and services into the utility market. Vince Guenther graduated from the University of Louisville in 1983.

**Kelly Hagan** is Director of Operations, Employee Benefits at Neace Lukens. As a specialist in Employee Benefits, Kelly brings over 20 years of experience with a background in Health, Life, & Disability plans. With the emergence of the Affordable Care Act and other regulatory requirements, Kelly has developed strategies to assist clients in identifying new approaches toward providing employer paid benefits. Ms. Hagan is a graduate of the University of Kentucky with a Bachelor of Science in Healthcare Administration and a Master's Degree in Public Administration. She has also received further training in legal issues and compliance as they pertain to employee benefits.

**Bryan Burns** joined Kentucky Rural Water Association in May, 2003 as the Information Specialist. As Information Specialist, Bryan is responsible for nearly all of KRWA's technology needs spanning from web design to database management. A major portion of Bryan's responsibility also includes network administration, as well as overall infrastructure management. Prior to joining KRWA, Bryan worked for Waller Lansden Dortch & Davis, a Nashville law firm, where he performed duties such as network administration, desktop software analysis, and help desk support. Bryan has earned a Bachelor of Science in Computer Information Systems from Western Kentucky University.

**Clem Wethington**, Compliance Specialist, came to Kentucky Rural Water Association in 1987 from the City of Eddyville where he was Superintendent of Public Works for over eight years. For nine years he served on the Eddyville City Council. Clem holds the following licenses: Class IIIA Kentucky Water Treatment Plant Operator's License, Class II Kentucky Water Distribution System Operator's License, and Class I Kentucky Wastewater Treatment Plant Operator's License. Other positions Mr. Wethington has held while at KRWA is that of Circuit Rider, Groundwater Technician, Program Specialist, and Education Director. As Compliance Specialist, Clem has developed a recordkeeping spreadsheet that enables utilities to maintain their important compliance data. Clem provides training and assistance to utilities with regulations, recordkeeping, & reporting.

### Kentucky Rural Water Association

**David Stumbo**, OHST, has worked in the field of occupational safety & health for over 17 years. He currently serves as the Safety Program Manager within the Kentucky Labor Cabinet's Division of Occupational Safety and Health Education and Training, since 2008. David has been elected to the board of the Kentucky Safety and Health Network in 2008, and obtained certification as a Certified Occupational Safety and Health Technologist (OHST) in 2003.

**Gary Thornton** has worked in the Kentucky Division of Surplus Property for the last twelve years. For the past five years he has been the Federal Program Coordinator for this department. His work experience also includes: Auto Technician for 17 years, Trucking Company Manager for six years and a General Contractor for three years. Gary and his family reside in Frankfort where he also serves as an Archery in the Schools instructor.

<p><b>Mail to:</b></p> <p>Division of Compliance Assistance          Certification and Licensing Branch          Operator Certification Program          300 Fair Oaks Lane          Frankfort, KY 40601</p>	<p>Commonwealth of Kentucky          Department for Environmental Protection</p> <p><b>Application for Approval of Courses for          Continuing Education Credit</b></p> <p><i>Drinking Water Treatment, Drinking Water Distribution,          Bottled Water,          Wastewater Treatment and Collection System</i></p> <p>Telephone: 1-800-926-8111          www.dca.ky.gov/certification</p>	<p><i>For Official Use Only          Do not write in this space</i></p> <p><b>COPY</b></p>
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I. **Course Sponsor Information:** Agency Interest Number: 108571

A. Sponsoring Organization (school, business, association, etc.):

Kentucky Rural Water Association

Key Contact Person:

Name and Title: Janet Cole, Education Coordinator

Address: PO Box 1424

City, State and Zip: Bowling Green, KY 42102-1424

Phone and Fax: Ph: 270.843.2291 Fx: 270.796.8623

E-mail: j.cole@krwa.org

Web Page: www.krwa.org

One-Time Approval Requested

Two-Year Approval Requested

B. If individual requesting approval is different than the key contact person for the sponsor, please complete the following information:

Name and Title: \_\_\_\_\_

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

City, State and Zip: \_\_\_\_\_

Phone and Fax: \_\_\_\_\_

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

II. **General Course Information:**

A. Title: 2014 Management Conference - Leading the Way

B. Location and Date/s: Sloan Convention Center, Bowling Green, KY February 19-20, 2014

C. Cost per Student or Group: \$ 150.00

D. Delivery Format or Media (check those that apply):

- |   |                                     |                                      |   |
|---|-------------------------------------|--------------------------------------|---|
| <input checked="" type="checkbox"/> Classroom | <input type="checkbox"/> Web/Online | <input type="checkbox"/> Laboratory  | <input type="checkbox"/> Exhibition     |
| <input type="checkbox"/> Field                | <input type="checkbox"/> CD-ROM     | <input type="checkbox"/> Video/Audio | <input type="checkbox"/> Correspondence |
| <input type="checkbox"/> Other (Explain)      | _____                               |                                      |   |



E. Continuing Education Credits (**hours**) Requested for Target Audience:

Drinking Water Treatment, Distribution and/or Bottled Water: 9 hrs.

Wastewater Treatment and/or Collection: 9 hrs.

**(Attach a detailed description explaining how this training relates to the wastewater treatment process.)**

**III. Required Items** (must be attached to submittal, check off as completed):

- A.  Course Learning Objectives
- B.  Criteria for Successful Completion by Operators
- C.  Agenda (timed with instructors identified and brief description of topics)
- D.  Credentials for All Instructors

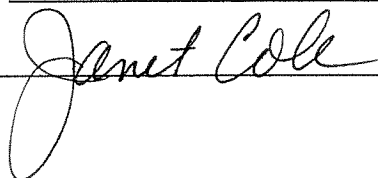
**IV. Additional Attachments** (required for distance learning courses, optional for other training):

- A.  Instructional Design (developed by whom/their credentials)
- B.  Curriculum Content (subject matter experts/their credentials)
- C.  Required Assignments and/or Examinations (type, passing score, etc.)
- D.  Mandatory Time Constraints (deadlines, granting of extensions, etc.)

**V. Signature of Sponsor's Contact Person**

I confirm that all information provided with this application is accurate to the best of my knowledge. A complete list of attendees and credits to be awarded to them will be forwarded on a "Continuing Education Activity Report" to the Kentucky Division of Compliance Assistance (within 30 days of completing the course when possible).

Printed Name and Title: Janet Cole, Education Coordinator

Signature and Date: 

December 5, 2013