



Kentucky Rural Water Association

Helping water and wastewater utilities help themselves

December 4, 2014

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PUBLIC SERVICE
COMMISSION

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

Dear Mr. Derouen:

Kentucky Rural Water Association will host its 2015 Management Conference on February 18-19, 2015, at the Sloan Convention Center in Bowling Green, Kentucky. Please find enclosed a training summary which includes a timed agenda with 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
2015 Management Conference
February 18-19, 2015
Holiday Inn University Plaza and 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 18, 2015

- Topic #1 8:00 - 9:00 A.M. **You Are Your Body's Keeper** **(1 hr.)**
Supervision & Personnel Management/
Communication
Skip Wirth, Speaker, Trainer, Facilitator
It's no secret that managing a drinking water or wastewater utility can be stressful. But one does not have to be a manager to experience stress. Operators often find themselves working under very stressful conditions. Stress in any form, whether personal or work related, can hurt the ability of a utility to perform its duties. This session is designed to give managers and operators tools to recognize 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.
- Topic #2 09:20 – 10:20 A.M. **Cyber-security for Water and Wastewater Utilities: A Case Study** **(1 hr.)**
Security, Emergency Response
John Dix, General Manager, Warren Co. Water District
B. J. Malone, IT/GIS Systems Supervisor, Warren Co. Water District
Water and wastewater utilities are becoming more and more reliant on computers for their daily operations. Computers are used for SCADA and compliance data, their customers billing information, and their customers and employees personal information. Computers have become a part of regular life for utilities. However, water and wastewater utility professionals are not Cyber Security experts and the security of their digital information has become a large concern. This session will cover a case study from Warren County Water District detailing the findings of a cyber-security study conducted by an outside source. The session will discuss what was found and changes made to their cyber security procedures.
- Topic #3 10:40 – 11:40 A.M. **Local Option Sales Tax** **(1 hr.)**
Finance, Budget, and Rate Setting
Matt Erwin, LIFT Kentucky
With grant money dwindling and low interest loans becoming more rare, water and wastewater utilities will have to find other ways to fund needed projects. The Local Options Sales Tax is a proposal to allow another method for funding utility projects. The sales tax would be voted on by the public, but would expire after a certain time. This session will cover what the local option sales tax is, where it stands in the process of becoming law, how it would work, and what it could mean for Kentucky utilities as a potential source of funding.
- 11:40 A.M. – 1:00 P.M. Lunch Break
- Topic #4 1:00 – 2:00 P.M. **A Case Study: The Merger of Hardin Co. Water District #2 and Elizabethtown Water** **(1 hr.)**
Community/Public Relations, Finance
Mike Bell, Chairman, Hardin Co. Water District #2
James Jeffries, General Manager, Hardin Co. Water District #2
Mergers between utilities may be an often discussed topic, but are happening less frequently and usually involve several small utilities or one large and one small utility. The merger between Hardin County Water District #2 and Elizabethtown Water is unique given the size of the two utilities involved. This session will cover the various challenges faced by the two utilities during their merger not only with contracts, financing, and rates, but also with public relations for the customers of both utilities.
- Topic #5 2:15 – 3:15 P.M. **Cities and the Public Service Commission: Solving the Puzzle of the PSC's Role in Setting Municipal Utility Rates** **(1 hr.)**
Finance, Budget, and Rate Setting,
Planning
Gerald Wuetcher, Attorney, Stoll/Keenon/Ogden, PLLC
This session will address some of the details concerning PSC's role in setting municipal

utility wholesale rates. Basic rules governing the PSC's role, when they have authority, when they do not, which factors trigger PSC's involvement, and the roles contracts play will be covered. This session will provide practical suggestions for the procedure, timeline requirements, and appropriate steps to take for rate adjustments.

Topic #6 3:30 -- 4:30 P.M.
Energy Efficiency, Energy Conservation,
Finance

**Cost Justified Infrastructure Solutions for Water and Wastewater Utilities:
Energy Savings Performance Contracting (1 hr.)**
Daniel Sanders, Account Executive, Energy Systems Group

Many utilities are challenged with the competing pressures of budgets and satisfying their customer base. A common concern throughout Kentucky for water and wastewater utilities is rising energy costs, notably electricity. This session will discuss the legal, technical, financial, and strategic benefits of Energy Savings Performance Contracting (ESPC). ESPC is an established, innovative financing strategy in Kentucky that has been successfully utilized by many state agencies, universities, and school districts to cost justify capital improvements without impacting tax rates. The key component of the transaction is to use guaranteed cost savings from reduced energy consumption and operational costs to repay the cost of installing energy conservation measures. Normally, offered by ESCOs, this technique allows water and wastewater utilities to achieve savings without up-front capital expenses. The costs of the improvements are borne by the ESCO and paid back out of the guaranteed savings. Other advantages include the ability to use a single contractor to do necessary energy audits, design/build the improvements, and to guarantee the financial performance of the entire effort.

Day Two – Thursday, February 19, 2015

Topic #7 8:00 - 9:00 A.M.
Planning, Problem Solving, Decision Making

Excelling Through Change (1 hr.)
Robert Mohon, The Neil Group

Today's world for water and wastewater utilities means change - new technology, less benefits, more rules - and change can be scary. This discussion of the Change Cycle will help you shape staff attitudes (and your own) to make changes more acceptable. This presentation you will cover the stages of change, keeping track of personnel during the Change Cycle, and ways to make change beneficial.

Topic #8 9:20 – 10:20 A.M.
Community/Public Relations

Perceptual Differences between Utilities and Customers (1 hr.)
Vince Guenther, Senior Utilities Consultant, HomeServe USA

Today's utilities face growing budgetary and aging infrastructure challenges. Combined with the mission to deliver increased customer satisfaction, it has become imperative for them to know, not just believe they *know*, their customers' needs and perceptions. This session will exam the results of a just-completed independent study which highlights five of the biggest similarities - and differences - in perceptions between utilities and their customers. The study results and conclusions offer insights and solutions that can help increase customer service and satisfaction.

Topic #9 10:40 - 11:40 A.M.
Compliance, Planning, Decision Making

From the Ditch to the Desk (1 hr.)
Donna Marlin McNeil, Compliance Specialist, Kentucky Rural Water Association

A small utility replaces its only clerk. An operator is promoted to manager. The new clerk has office experience but has no experience working for a water or wastewater utility. The operator can run a water plant, but has never worked in the office. Understanding all of the requirements to effectively run a utility can be nearly impossible for one person. This session will introduce the basics of running a water and wastewater utility and will outline a new program to guide utility personnel from the ditch to the desk.

Kentucky Rural Water Association (KRWA) is requesting the approval of nine (9) hours of continuing education credit for those attending this two-day Management Conference.

Criteria for Training Credits: Participants 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 participants to record their attendance at sessions. This sheet will be stamped by KRWA personnel after the completion of each session. Individuals must return the completed sheet to KRWA in order to receive credit for attendance.

Speaker Biographies

Vincent "Skip" Wirth is a Registered Nurse and has over 38 years of health care experience including clinical, supervisory, education, sales, marketing, and administration. He graduated with honors from WKU with degrees in Nursing and Public Health, and has a Master's Degree in Organizational Communication. He served as an adjunct faculty member in WKU's Department of Speech and Communication, and is currently a speaker, trainer/facilitator with WKU's Division of Extended Learning and Outreach (DELO). Skip started the first Wellness Center in Bowling Green Kentucky in 1984. He has been a professional speaker for 30 years and has conducted over 1500 workshops regionally and nationally on stress management, wellness, fitness, communication, team building, leadership, customer service, marketing, motivation and humor in the workplace. *Some of Skip's clients include: General Motors, Ford Motor Company, Hospital Corporation of America, U.S. Army, University of Kentucky, Western Kentucky University, Southern Foods, City of Bowling Green, Kentucky Hospital Association, Kentucky Association of Electric Cooperatives, Weyerhaeuser, Merrill Lynch, Kentucky Home Health Association, Nyloncraft, Bendix-Spicer, TVA, Camping World, Commonwealth of Kentucky, Cedar Lakes, Kentucky Public Health Association and Forever Communications.*

John M. Dix, P.E. is the General Manager of Warren County Water District, Butler County Water System, Inc. and Simpson County Water District. Mr. Dix has been a part of Bowling Green and South Central Kentucky since 1992 when he first joined Warren Water. Dix's career also includes serving as Vice President of the regional engineering firm Cannon & Cannon, Inc., City Engineer for Bartlett, Tennessee, and as a Submarine Naval Architect for the Department of the Navy. John is a Civil Engineering graduate of Virginia Tech (1982).

B. J. Malone is currently the GIS Coordinator at Warren County Water District. He has held this position since March 2006. Prior to his employment at WCWD he worked as GIS Project Manager at Barren River Area Development District (BRADD). B. J. is a 1999 graduate of Western Kentucky University, where he received a B.S. in Civil Engineering Technology.

Matt Erwin graduated from the University of Georgia. Matt has been with LIFT Kentucky since the summer of 2014. Prior to working with LIFT he was the Senior Policy Advisor for the Office of the Speaker from December 2012 to July 2014. He has also served as the Communications Director for the Kentucky Democrat Party and as the Campaign Spokesman for the Beshear/Abramson 2011 campaign and has worked for several other campaigns.

Mike Bell serves as the Chairman of the Board for Hardin County Water District #2.

James R. Jeffries, better known as JJ, became General Manager of Hardin County Water District No. 2 in August 2006. He holds a Bachelor of Science degree in Mechanical Engineering from the University of Kentucky and an MBA from Western Kentucky University. He has a Class IV-D Drinking Water Distribution Operator Certification and a Class II-A Water Treatment Plant Operator Certification. Before joining the drinking water utility industry, Mr. Jeffries spent fifteen years in the automotive manufacturing sector where he held positions in the engineering and production management fields.

Gerald E. Wuetcher graduated from Johns Hopkins University in May 1981 with a Bachelor of Arts Degree in History (with Honors). He received a Juris Doctorate Degree from Emory University Law School in May 1984 - admitted to the State Bars of Georgia and Kentucky. From September 1984 through July 1987 he served as a judge advocate with the United States Army. Jerry served as a staff attorney with the Public Service Commission of Kentucky from 1987-2014 where he represented the PSC in administrative and judicial proceedings involving the rates and service of electric, gas, telecommunications, & water and sewer utilities (principally assigned to the electric, water and sewer utility areas). In March of 2014 he joined the law firm of Stoll/Keenon/Odgen.

Dan Sanders graduated from University of Southern Indiana and has 20 years of Experience with Energy Systems Group. He is currently the Southeast Region Account Executive where he specializes in water distribution, wastewater treatment, utility GIS, automated meter reading, cogeneration, natural gas and landfill methane. He previously served as the Director of Energy Technology, Research and Development and has served in numerous sales, marketing, and management positions with Energy Systems Group.

Robert Mohon of The Neil Group is a veteran of the credit card, debit card and check processing industry. In 1995, Robert began his career in the credit card processing industry and set up one of the very first websites to accept online credit card payments. With a degree in Marketing from Auburn University, Robert has helped grow the client base of the company through sales process development, CRM, and client support improvements. Robert is an Ambassador of the Brentwood Chamber of Commerce (TN), a Board Member of the Nashville Investors Group, and past member of the Minds in Motion Advisory Board and Nashville Business Breakfast Club. His expertise includes advising clients on security (customer, employee, office), technology, internal controls, interpersonal skills, leadership, and social media/public relations.

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. After retiring, he formed Vince Guenther, Inc., which offers utilities consulting in business development, strategic planning and government relations. Vince is a graduate of the University of Louisville (1983).

Donna Marlin McNeil graduated from the University of Kentucky with a Bachelor of Science degree in Civil Engineering. She holds an Engineer In Training Certification from the Kentucky Board of Licensure for Professional Engineers and Land Surveyors. Donna retired from the Kentucky Department for Environmental Protection with 22 years of experience. Her last position was the Drinking Water Branch Manager in the Division of Water from May 2003 to December 2008. Donna came to KRWA in November, 2013 and serves as a Compliance Specialist.

<p>Mail to:</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>Application for Approval of Courses for Continuing Education Credit</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>COPY</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: 3251 Spring Hollow Avenue

City, State and Zip: Bowling Green, KY 42104

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: 2015 Management Conference

B. Location and Date/s: Holiday Inn University Plaza and Sloan Convention Center, Bowling Green, KY

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 1, 2014