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• Part 2 – Asset Management
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American Water Works Association

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PIPELINE
A publication of the
Alabama/Mississippi Section
Of the American Water Works Association

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Cover photo courtesy of the Water for People website (www.waterforpeople.org). The photo was taken by Kate Fogelberg. The image depicts water flowing from a Water for People supported pump in West Bengal, India.

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PIPELINE
A publication of the
Alabama/Mississippi Section
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David Stejskal, Hugh Smith
Back Row: Jim Watterson, Amy McLeod, Tom Walters
The Alabama-Mississippi Section of AWWA is well under way with our programs for 2011. Energized by our 63rd Annual Conference in Huntsville, Alabama, this past October, the officers and the Planning Committee are busy with several initiatives that will unfold over the spring and summer, culminating with our 64th Annual Conference in Biloxi, Mississippi, October 2 – 4.

On April 1st and 2nd, several representatives of our Section will attend the AWWA Regional Meeting of Section Officers in Charleston, West Virginia, where we will share ideas with officers from eight other states in the southeast United States, as well as Puerto Rico. Then the AWWA Water-Matters Fly-In will be held in Washington, D.C., April 4th and 5th where we will be represented by Drusilla Hudson and Jim Watterson from Alabama and by Mark Snow and Hugh Smith from Mississippi. These delegates will visit our Congressional offices and discuss issues that are important to you, our members, and the water industry.

On April 14, our Section will have representatives at the AWWA Young Professionals Summit in Louisville, Kentucky, to learn about what is working across the nation to attract the best and brightest to careers in the water industry.

Our Planning Committee has already met twice, and we are making exciting plans for our upcoming Annual Conference at the Beau Rivage October 2-4, 2011. Please make plans to join us to get those education hours, enjoy fellowship, and learn useful information that you can take back and put to work in your systems.

On Education in our two states, our Education Co-Chairs have been busy putting together a great program of educational sessions across our two states. These are being offered free to you, our members, so don’t miss the notice of these classes in this edition of Pipeline.

Hunter Arnold
2011 Chair, AL/MS Section, AWWA
As I shared with you all in my last report, one of the key responsibilities of a Section Director is communications. Since my last report, I attended the Winter meeting of the AWWA Board of Directors. This report will focus primarily on the highlights of that meeting.

The AWWA Board of Directors met on January 26 – 27, 2011. Although a number of transactional items were addressed, some of the key issues that highlighted the meeting were as follows:

- Elected Charlie Anderson as President-Elect. Charlie is from the Texas Section and you may remember that he and his wife Cindy attended our Section’s annual conference last fall in Huntsville, Alabama.
- Elected four new Vice Presidents as follows:
  - Dan Hood (Indiana Section)
  - Dennis Kelleher (New York Section)
  - Gene Koontz (Pennsylvania Section)
  - Wayne Stiver (OWWA, A Section of AWWA)
- Elected Alissa Lockett from the Texas Section as a Director-at-Large
- Elected Rosemary Smud from the California-Nevada Section as Service Provider Director-at-Large
- Approved the joint AWWA-WEF Resolution. This resolution essentially acknowledges that AWWA and WEF agree to support and lead as necessary an effort to develop a cohesive voice for the water community by encouraging collaboration between our members, coordinating programs and services, and developing consensus on major water policy issues. An example of this collaboration is that for the first time, AWWA and WEF are collaborating on the Fly-In this April in Washington, D.C.

David LaFrance, our Executive Director, presented a summary of the 2011 AWWA staff business plan. The Association will focus on four strategic goals member engagement and development, organizational stewardship, knowledge creation and exchange, and leadership and advocacy. Like many businesses in today’s economy, AWWA is faced with a variety of challenges, including declining membership, shrinking revenues, and the need for wise budget decisions. AWWA is also facing increased competition and higher expectations of value and service from members and customers.

Providing value to the membership is of paramount importance to me, and to the Trustees of the Section. If there is anything we can do to enhance the value of your membership in AWWA, please do not hesitate to contact me or one of your Section Trustees.

Thanks for your help and support.
Tom Walters
Come on Down!
That’s right…this year’s 2011’s annual conference for the Section will be held for the 3rd time at the Beau Rivage in Biloxi! This is one of the most beautiful facilities in the south and certainly echoes a bit of decadence from its original French developers. Now owned by MGM Resorts International™, this beachside hotel can also grace your AL/MS AWWA Conference stay with added amenities (second honeymoon?).

If the hotel with its restaurants, casino, spas & shops is not enough to wow you, next door is the Hard Rock Casino and across the street is Mary Mahoney’s Old French House. Down the road is the completely restored Beauvoir, once home to the Confederacy’s only President, Jefferson Davis. From Pascagoula to the quaint shops in Ocean Springs to Ship Island to the gorgeous homes along Scenic Drive in Pass Christian, there is plenty to see and do on our Coast. Despite the numerous home & commercial lots that remain vacant, the Mississippi Gulf Coast has really come a long way back by not only rebuilding better, but by improving the quality of life for its residents, businesses and manufacturers. All this following the worst natural disaster in the Nation’s history. I can attest to that firsthand having made the lands adjacent to the magnificent Mississippi Sound my work-related home from late 2005 until this January. Well, enough about the added attractions and on to the main event!

Your Section Conference Planning Committee led by Hunter Arnold, has already conducted their second planning meeting. Their goal, as always, is to optimize your experience at the conference by presenting top-drawer educational sessions, excellent dining, superb entertainment and a showcase of manufacturer’s, consultant’s and vendor’s exhibits. Tina Arnold and her Spouse’s Committee are also way ahead in their planning in order to assure their group enjoys adventures from the sublime to the glamorous. Greta Threadgill and Jeff Standridge are on hand adding “Top Op’s” to the competition segment and scheduling the events to make it more convenient for all. Golf is also on the itinerary to benefit “Water for People”… other ideas are also being mined to raise even more dollars for our charity of choice.

Make your plans now to join your friends and peers in Biloxi October 2nd – 4th, 2011. Online registration for attendees and exhibitors will soon be available at www.almsawwa.org, in Pipeline and via registration packets to be sent out mid-summer.

See you there!
Ken & Cynthia McCool
Global Technologies, Local Solutions.

Degremont Technologies offers trusted, globally proven solutions for your water treatment challenges.
DENVER – January 26, 2011 – Water For People (www.waterforpeople.org) is honored to receive the coveted four-star Charity Navigator rating for the eighth consecutive year signifying the company’s achievements in fiscal management and organizational efficiency, transparency, and accountability. Charity Navigator, America’s leading independent charity evaluator, rates over 5,500 of the nation’s charitable organizations.

“Only 1% of the charities we rate have received at least eight consecutive four-star evaluations, indicating that Water For People consistently executes its mission in a fiscally responsible way, and outperforms most other charities in America,” explains Ken Berger, President and CEO of Charity Navigator. “This ‘exceptional’ designation from Charity Navigator differentiates Water For People from its peers and demonstrates to the public it is worthy of their trust.”

“It is an honor to be recognized in the top 1% of charities nationwide, and we thank Charity Navigator for their thorough analysis of the nonprofit landscape,” said Ned Breslin, CEO of Water For People. “New technologies such as FLOW support our commitment to organizational and project transparency and provide our supporters with a clear picture of their money at work, and our unique monitoring system ensures that investments last for many years to come. We will continue to uphold the highest standards as we address the tough questions in the field, examine what is working and what is not, and work toward a world where everyone has access to clean drinking water and sanitation.”

For more information about Water For People, contact Eileen Lambert at pr@waterforpeople.org or visit the website at www.waterforpeople.org.

DENVER – February 28, 2011 – Today Water For People (www.waterforpeople.com) marks its 20th anniversary of working to create a world where all people have access to safe drinking water and improved sanitation, and where no one suffers or dies from a water- or sanitation-related disease. In 1991, the American Water Works Association (AWWA) (www.awwa.org) founded Water For People with this vision in mind and now the organization works in 11 developing countries in Asia, Africa, Central America, and South America.

Water For People’s unique business-oriented approach and its commitment to providing full coverage for everyone within a
Member Get A Member Program

You joined AWWA for many great reasons, but chances are it didn’t happen without a little nudge from a friend. Simply tell a colleague why you joined, why you continue to be a member, and how your AWWA contacts have influenced you.

In as little as five minutes, you can share your AWWA story, the benefits of membership, and the good feeling that comes with a sense of community. And, we’ll reward you for it!

Who to tell

- Coworkers
- Nonmembers who attend your section’s events
- Local college students, interns, and recent graduates
- Former AWWA members—a lot has changed while they’ve been gone!

Resources

AWWA has all the resources you need to make this fun, easy, and successful. Information, applications, and member benefits are all available at www.awwa.org/MGM

2009 Prizes

Recruit just one member and receive a reusable shopping bag.
Recruit two, three, or four members and receive an engineering scale.
Recruit five or more members and receive a water-powered clock with alarm and temperature gauge.
Recruit at least one utility or service provider member and we’ll send you a black, wheeled travel bag to make your travel days easier.

2009 Grand Prize

You’ll be entered into the 2009 grand prize drawing for each and every member you recruit. The more new members you recruit, the greater your chance of winning! Choose one of the following Grand Prizes:

- Complimentary registration and hotel for ACE10 in Chicago, Ill.
- Vacation destination of your choice—air and hotel included!
- $2,000 American Express® gift check—to spend however you want!

*Prize amount not to exceed $2,000. Winner responsible for income tax on prize earnings.

www.awwa.org/MGM
region coupled with monitoring and evaluation continue to set it apart from other development organizations. Partnerships with local governments, civil society and institutions, plus the private sector, including emerging entrepreneurs are the hallmarks of Water For People’s work to provide the foundation for communities and municipalities to become self-reliant in providing their own water and sanitation services. Innovative technologies such as FLOW (Field Level Operations Watch) have instrumentally shifted methods of data collection and reporting on projects, which demonstrates accountability to donors and the people who are relying on newly developed services.

“We are very grateful for the outstanding support that the North American water and wastewater community has given us over the years,” said Ned Breslin, Water For People CEO. “Through the passion, dedication, and hard work of Water For People’s partners, supporters, and volunteers we have helped transform the lives of hundreds of thousands of people. But this is only a glimpse of what we can achieve in the future. We celebrate this day, but we don’t lose sight of our larger goal to continue fostering locally-based partnerships and utilizing innovative solutions so that everyone has access to safe water and sanitation.”

“Weater For People’s founders had a clear, simple and world-changing vision that all people should have access to safe water,” said David LaFrance, Executive Director for AWWA. “We’re pleased to congratulate Water For People’s committed staff and volunteers on turning so much of that vision into reality. AWWA is proud that 20 years ago we were there when Water For People started, and we continue our pride as a committed giving partner for the future.”

For more information about Water For People, contact Dan Klinglesmith at pr@waterforpeople.org or visit the website at www.waterforpeople.org.

For more information about the American Water Works Association, contact Deirdre Mueller, Public Affairs Manager, at dmueller@awwa.org or visit the website at www.awwa.org.

About Water For People
Water For People is a leading international nonprofit humanitarian organization dedicated to creating reliable safe drinking water resources, improved sanitation facilities, and hygiene education
Small System
Utility Membership
Only $295

Save Time/Save Money/Network

For those utilities with fewer than 5,000 customer service connections, an AWWA Small System membership provides excellent value. Your utility will receive all the benefits of an individual membership, plus gain even more value and information for only an additional $130:

- Only Tap Water Delivers—A grassroots and media campaign to communicate the value of tap water. Includes a CD/DVD package with talking points, print ads, video, and more.
- Regulatory/Legislative Alerts—Receive timely information on proposed legislation or regulatory actions that may affect your utility.
- AWWA Training, Education, and Conferences—All utility employees receive discounts on registration for online training, conferences, workshops, webcasts, and other events.
- Local Section Membership—Your section provides you and your employees a place to connect with fellow members and stay informed on water issues.

Subscriptions
Opflow—with hands-on information about water system materials, construction, management, operation and maintenance.
Journal AWWA—AWWA’s monthly magazine covering new developments in water supply research, management, engineering, and technology.

Additional Benefits of Utility Membership
Find it fast in The Water Library®, AWWA’s new online research and download center. Research water topics and instantly download 7,500+ peer-reviewed articles.
All of your employees can purchase materials through the AWWA Bookstore at up to 33% off retail prices.
Affirm your commitment to the water community today by joining AWWA as a small system!

For more information, contact
Melanie J. Penoyar, CAE
AWWA Director of Membership
303.347.6225 or mpenoyar@awwa.org

www.awwa.org/join
The next step would be to determine the required level of sustainable service. This will help implement an asset management program and communicate to stakeholders the goals of the utility. Quality, quantity, reliability, and environmental standards are elements that can define level of service and associate system short- and long-term performance goals. Utilities may use information about customer demand, data from utility commissions or boards, and information from other stakeholders to develop your level of service requirements. The level of service requirements can be updated to track changes due to growth, regulatory requirements, and technology improvements.

**Data utilities should capture:**
- What level of service do my stakeholders and customers demand?
- What do the regulators require?
- What is my actual performance?
- What are the physical capabilities of my assets?

The next step in implementing an effective asset management program is to identify which assets are critical for sustained performance. Because assets fail, how utilities manage the consequences of failure is vital. Not every asset presents the same failure risk, or is equally critical to your water system’s operations. It is important to know which assets are required to sustain the water system’s performance. Critical assets are those identified as having a high risk of failure (old, poor condition, etc.) and major consequences if they do fail (major expense, system failure, safety concerns, etc.). Utilities must decide how critical each asset is and rank them accordingly. Many water systems may have already accomplished this type of analysis in vulnerability assessments.

**Data utilities should capture is:**
- How can assets fail?
- How do assets fail?
- What are the likelihoods (probabilities) and consequences of asset failure?
- What does it cost to repair the asset?
- What are the other costs (social, environmental, etc.) that are associated with asset failure?

Identifying equipment life cycle costs provide a basis for allocating resources, both financial and equipment. Operations and maintenance (O&M), personnel, and the capital budget account for an estimated 85 percent of a typical water system’s expenses. Asset management enables a system to determine the lowest cost options for providing the highest level of service over time. Effective asset management optimizes the work O&M crews are doing, where they are doing it, and why. An asset management program helps make risk-based decisions by choosing the right project, at the right time, for the right reason.

**Questions utility managers should ask are:**
- What alternative strategies exist for managing O&M, personnel, and capital budget accounts?
- What strategies are the most feasible for my organization?
- What are the costs of rehabilitation, repair, and replacement for critical assets?
The AL/MS Section of the American Water Works Association is in the process of preparing its 2011 Annual Conference technical program. The 2011 Program will include technical presentations of any topic of interest relevant to the drinking water industry. Presentations should be approximately 35 minutes in length followed by 5-10 minutes of discussion on the topic. Presentation abstracts should include the title and a detailed description of the topic. The general categories for presentations are Water Resources, Water System Security, Water System Construction, Operations/Management, Surface Water, Groundwater, Distribution System, Research from Universities, and Emerging/New Technologies.

Presentations with the greatest potential interest will be selected. Criteria for selection of a presentation include:

- Originality
- Significance of Work
- Innovation
- Audience Range
- Technical Content
- Case Studies
- Relevance to Drinking Water
- Real Life Experience

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Please contact Shannon Bailey-Partlow - Program Chair, with questions or for submission of abstracts at:

Shannon Bailey-Partlow, P.E.
Tetra Tech Inc.
101 Church Street, Suite 201 • Huntsville, AL 35801
Tel. (256) 551-1933 • Fax (256) 551-0436
Shannon.Bailey@tetratech.com
Sound financial decisions and developing an effective long-term funding strategy are critical to the implementation of an asset management program. Knowing the full economic costs and revenues generated by your water system will enable utility managers to determine the system’s financial forecast. Accurate financial forecasts can then help managers decide what changes should be made to your system’s long-term funding strategy.

Effective asset management requires an investment in time and resources and is not a 1-year project, or even a 5-year project. It is a continual, fundamental change in the way infrastructure assets are managed. Successful asset management programs are committed to spending time and money to implement the program by focusing on making cost-effective asset decisions with the ultimate goal of providing a sustainable level of customer service for the community.

Thinking about your assets differently can be the first step towards having a sustainable water system. With the limited resources of most systems, shifting away from reacting to events and towards making strategic plans can lead to real financial resource savings.

About the Author:
Craig Watkins has played an instrumental role in the introduction and customization of the SEMS Software in water utilities across America. Mr. Watkins has spent time working with associations, federal and state government agencies, and thousands of utilities nationwide to develop ways to make compliance and utility management more effective and efficient. He is also responsible for building relationships on the customer level as well as implementing compliance and asset management systems in water utilities and public works departments. SEMS is directly responsible for helping over 25,000 drinking water and wastewater utilities complete Vulnerability Assessments and Emergency Response Plans to comply with the Bioterrorism Act of 2002. Currently SEMS is actively involved with 31 States and is positioned to serve all 50 states with compliance and regulatory software within the next 12 months. More recently, SEMS, in partnership with TRWA, has been contracted by the Department of Homeland Security to bring the new RAMCAP (Risk Assessment Methodology for Critical Asset Protection) and the NIMS (National Incident Management System) to aid utilities in attaining FEMA reimbursement during critical and emergency times. You can download the RAMCAP and NIMS for free at www.semstechnologies.com.
Who We Are:
Young professionals (YPs) are generally considered to be members or prospective members under 35, including those working for utilities, regulatory agencies, consulting firms, manufacturers, distributors, or academic institutions.

Mission Statement:
To develop programs of interest to YPs in the drinking water industry, to promote the benefits of membership in AWWA by increasing opportunities for participation and career development, and to encourage younger industry members to take an active leadership role in the association.

Future Events:
Several functions at this year’s conference in Biloxi (YP Forum, YP Reception, and YP Scavenger Hunt) and Socials in select cities for all Section Members

Why Get Involved:
Young professionals represent a dynamic and energetic, yet underrepresented, group of members in AWWA. As the membership ages, it is critical that the involvement of young water industry professionals increase in the activities of the association.

How to Find Out More:
If you are interested in being part of the Young Professionals, or learning about future events and programs, please contact Kyle or Jason:
Kyle Massey – kmassey@mwwssb.com
Jason Cumberland – jcumberl@hach.com
The Mission Statement of the AL/MS AWWA Young Professional (YP) Committee clearly states that the goal of the YP committee is to increase opportunities for YP participation, and to encourage younger industry members to take an active leadership role in AWWA. With this in mind, we are working to put together a great schedule of events for YP Section members in 2011.

The YP scavenger hunt, YP conference social, and YP forum are a few of the new events for YP Section members that have begun over the past 2-3 years. These events have been very successful, and we are happy to announce that they will continue at this year’s conference in Biloxi. In addition to these events, the YP committee has joined with the Membership committee to host “socials” in cities throughout Alabama and Mississippi. These “socials” will be a great opportunity to get out of the office and interact with your colleagues in a sociable setting. The YP and Membership committees are hard at work planning these events, so keep an eye out for announcements. Details concerning these socials will be sent to members in the very near future. We believe that the socials will be a great success, and we encourage you to take advantage of these opportunities to get to know your colleagues better. We hope that these socials will become a staple of the YP and Membership committees for years to come!

In closing, we’re looking forward to an exciting year for the Young Professionals of the Section. If you are interested in becoming involved with the YP committee, please contact Kyle or Jason.

**Kyle Massey**, Young Professional AL Chair
kmassey@mwwssb.com

**Jason Cumberland**, Young Professional MS Chair
jcumberl@hach.com
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- Maintenance and Repairs

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Visit us online at www.morrowwater.com
Pipe Tapping

Fast-paced competition of a team of four (three workers and the coach). The team has to drill and tap a pressurized Class 52 6” ductile iron pipe. They also have to cut and flare Type K 3/4” Copper that will be connected to the main. This competition not only tests their speed and skills, it also judges the safety and quality of their workmanship.

Meter Madness

An individual competition that measures one’s skill at assembling a meter quickly, totally and accurately. All parts will be assembled in a proper manner and the reassembled meter shall be tested by the judges for the ability to meter water and for water leakage.

Top Ops

The “college bowl” of the water industry. Teams of one, two, or three water operators compete against each other in a competitive, fast-paced question-and-answer tournament. A moderator poses a broad range of technical questions and the team scoring the most points in the championship round is awarded a trophy as the Top Ops Champions.

Videos of each competition may be found on the AWWA website:

http://www.awwa.org/ACE11/ACE11Competitions

To answer questions about each competition, to inquire how to set up a team, or to inquire how to register for any of these competitions during the Section Conference in October, please contact the Section’s Competition Chair Jeff Standridge at jstandridge@bwssb.com or his Assistant Greta Threadgill at gthreadgill@bwssb.com.
2011 AL/MS AWWA Educational Seminar Series

“Doing More with Less….”— Part II

As we embark on a new year, the water industry is expanding its resources to meet the growing demands of the future. This year’s educational seminars are geared around efficient, cost-effective practices established by water utilities across the states of Alabama and Mississippi. The feedback from last year’s educational seminars was so constructive that we would like to continue the trend for this year. As a result in four 1.5 hour lunch sessions, Alabama and Mississippi’s utility pioneers will be speaking on:

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The seminars will be held in Huntsville, AL, Birmingham, AL, and Jackson, MS. In conjunction with our theme, the sessions will also be simulcasted through the AL/MS AWWA website. CEUs and PDHs will be available for local and on-line attendees. Admission is free for members and $10.00 for non-member attendees. Lunch will also be provided for local audiences.

Worrying about not attending one of the four live sessions? The recorded sessions will be available on the AL/MS AWWA website for your convenience. Watch out for updates on the AL/MS AWWA website (almsawwa.org) for program and registration information in the coming weeks pertaining to each session or contact us at hercy.golson@hsvutil.org and brian.granger@waggonereng.com.

Alabama Mississippi Section of the American Water Works Association
programs in the developing world; it currently operates in 11 countries in Africa, Asia, Central America, and South America. The organization’s unique business-oriented approach works to establish partnerships between local and national government institutions, nongovernment organizations, private enterprise, and entrepreneurs to enable local communities, districts, and municipalities to plan, build, finance, maintain, and operate their own safe water and sanitation services. Water For People puts long-lasting solutions and 100% coverage of a region with safe water access for everyone at the forefront of its strategy. It fosters innovation solutions to water and sanitation problems that are adaptable worldwide, and through monitoring and evaluation of its program impact for at least 10 years post-implementation, Water For People ensures that its work is sustainable by local partners. For more information, visit www.waterforpeople.org.

About AWWA

AWWA is the authoritative resource for knowledge, information, and advocacy to improve the quality and supply of drinking water in North America and beyond. AWWA is the largest organization of water professionals in the world. AWWA advances public health, safety and welfare by uniting the efforts of the full spectrum of the drinking water community. Through our collective strength we become better stewards of water for the greatest good of the people and the environment. For more information, visit www.awwa.org.
Integra Water Creola, LLC Waste Water Treatment Facility located in Creola, Alabama (Mobile County), is accepting applications and resumes for a Wastewater Treatment Facility Operator/Manager holding an Alabama Grade III Wastewater Operator Certification. Applicants must possess a high school diploma or equivalent, valid driver’s license, Al Grade III Wastewater Operator Certificate with three years experience of plant operation and management. Must have a high level of computer literacy with proficient skills in Microsoft Excel, possess a high level of analytical, laboratory, and mathematical abilities, strong people skills (capacity to communicate at a variety of levels with people in the organization, the public, and associated agencies), capacity to work independently under stringent policies, laws, and guidelines as set forth, and capability to pass a drug test and criminal background check. Salary range starts at $26.00 per hour. Salary is negotiable based on experience and for possessing a dual certification including both Grade III Waste Water and a Grade III Water Plant Operator. Position offers promotional opportunities and a benefit package. Interested applicants may submit salary requirements and resumes at www.integrawater.com under careers or mail to: Integra Water Creola, LLC, Attn: Employment Opportunities, PO Box 10127, Birmingham, AL 35202-0127.

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