

Fall 2008

POWTS code changes finalized

By Ann Gryphan, Essie Kammer Group

The state Legislature has approved POWTS code changes to Comm 81-87, and these changes are expected to go into effect on Oct. 1.

These changes include:

- Adoption of a timeline for counties to do inventories of POWTS. Counties will have three years to inventory all of the POWTS within their borders. At a minimum, a POWTS inventory shall consist of a legal description of all properties including tax parcel number where a POWTS is located within the governmental unit jurisdictional area and name and address of the owner of each POWTS located within the governmental unit jurisdictional area.
- Adoption of a timeline to implement a POWTS maintenance tracking program. Counties were granted five years to implement a POWTS maintenance tracking program. Although many counties already have tracking programs in place, many others do not. In the past, there have been no real consequences to lack of compliance. However, these code changes allow the state to revoke county plan review agent status for non-compliance.
- Allowing counties to allow less frequent maintenance schedules—up to five years—for septic on properties that are occasionally occupied such as cabins. “Occasionally occupied” is defined as a residence that is occupied 120 days or less each year.

Although we opposed the “occasional occupancy” language, we are glad that the code package moved forward, as there was some opposition by counties on the timelines. We hope to see septic systems better maintained in Wisconsin in the future, thanks to these code changes. This also could result in the identification of more failures and the need for more replacement of systems, benefiting you the manufacturer.

In related news, the DNR septage program now has a new program director. Fred Hegeman began work at the DNR in July, after a one-year vacancy in this position. This is good news to septage haulers, who have had a void in enforcement oversight, and hope to see better and more uniform enforcement in septage disposal laws. Prior to coming to the DNR, Hegeman operated a septic system installation business in Three Lakes, Wis.

In other business, we are sorry to announce that WPCA Vice President Elizabeth Olson of Huffcutt Concrete has moved out of state and will no longer be serving on the WPCA Board of Directors. Although she continues to do some marketing work for Huffcutt and will continue assisting us with the WPCA Promotions Committee via teleconference, her involvement within the precast concrete industry will be reduced. We are sorry that we likely won’t be seeing her at WPCA functions in the future, but wish her well in her new career pursuits.

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Leinenkugel the new Commerce Secretary

Gov. Jim Doyle on Sept. 5 announced the appointment of Richard J. Leinenkugel as the Secretary of the Wisconsin Department of Commerce. Leinenkugel, currently the Vice President of Sales and Marketing at the Jacob Leinenkugel Brewing Company, will begin serving on September 29, 2008.

Leinenkugel, 50, graduated Magna Cum Laude from Marquette University with a B.S. in Business Administration. He went on to serve as an Officer in the United States Marine Corps. Leinenkugel began his career with the Jacob Leinenkugel Brewing Company in 1987 where he started out as a District Sales Manager/Chain Sales Manager. He currently serves as Vice President of Sales and Marketing for the Jacob Leinenkugel Brewing Company and Group Manager, Specialty and Craft Brands, for Miller Brewing Company. He was appointed to the Waukesha County Board of Supervisors where he represented Menomonee Falls from 1997 through 2000. Leinenkugel is married to wife Jean, a registered nurse, and has three children: Jeffrey, Katie, and Lindsay.

Former Secretary Jack L. Fischer in July submitted his letter of resignation to Doyle, effective July 18. Fischer resigned amid media reports about the high cost and ineffectiveness of three international trade mission trips Fischer took this spring.

CALENDAR OF EVENTS

Jan. 12 & 13, 2009
WPCA Winter Conference
Holiday Inn & Suites
Madison, Wisconsin

New WPCA website up and running

We are happy to report that the new WPCA website is now operational and can be viewed online at www.wiprecast.org

The website contains member contact information, promotional information about the benefits of precast concrete products and consumer information with facts about a septic system.

We are also pleased to report that you can also see a WPCA ad promoting precast concrete septic tanks in the fall issue of Badger Builder magazine. The money for both the website and print ad came from grant money awarded to us this year by the Great Lakes Cement Promotions Association.

Other ways the WPCA has been promoting the industry this year:

- Had exhibitor booth at Wisconsin Onsite Water Recycling Association (WOWRA) trade show in February 2008.
- Arranged presentation at WOWRA convention on "How to Install Concrete Septic Tanks" and attended by approximately 90 installers.
- Mailed out postcard to installers and county zoning officials throughout Wisconsin inviting them to view our new website and also promoting precast concrete in general.
- Invited successful precast concrete manufacturer from Tennessee, Eric Barger, to give presentation to our members at WPCA Summer Convention.
- Sent direct mail piece about the WPCA and precast concrete septic tanks to installers in Kenosha County, where steel tank failures have been an issue.
- Sent precast concrete promotional sheets to Wisconsin Community Action Program

Check us out!

www.wiprecast.org

(WISCAP) office for inclusion in display at county fairs in Iron, Bayfield and Ashland counties.

- Made contact with Precast Concrete Association of New York on ways to pool resources to promote concrete products in national trade publications.

Thank you to Rob Ausen, Elizabeth Olson, Darryl Cloud, Andy Wieser and Tom Donahoe for assisting with the WPCA Promotional Committee in 2008.

We are scheduled to give our 2009 grant presentation before the GLCPA on Sept. 24 in Madison. We are asking for approximately \$25,000 for 2009 for more promotions activities. Although we might not receive the full funding request, we hope to receive enough to be able to continue with our efforts in 2009. Our plan for 2009 includes exhibiting at more trade shows, including regional builder shows and, if we receive the funding, we would invite WPCA manufacturer members to help staff a booth at your regional builder shows. This will benefit you and the industry as a whole.

We welcome your feedback on all of these initiatives. If you have any suggestions on ways that we can promote the industry among the general public or your customer base, please let us know. We are here to serve you. You can email your suggestions to agryphan@ekgmail.com, or telephone Ann Gryphan at (608) 256-7701.

Small holding tank reviews go to counties

Wisconsin county officials will do pre-installation review of plans for small wastewater holding tanks as of October 1, 2008. Tanks of less than 3,000 gallons per day of estimated flow that are based completely on approved private onsite wastewater treatment system (POWTS) manuals must be submitted for county review as of that date, and will no longer be accepted by the Safety and Buildings Division for review.

There are variations in the POWTS Code, Comm 83, as to where different types of POWTS plans are submitted for review, mainly focusing on submittals to the state Safety and Buildings Division, or submittals to counties that are appointed agents of S&B for review purposes. There has been one type of plan review that has been submitted to all counties, not just appointed agent counties - review of POWTS for one- and two-family dwellings that are based on conventional or at-in-groundgrade soil absorption component design manuals.

On October 1, 2008, the smaller holding tanks review described above, and in Comm Table 83.22-3, become the second type that is always submitted to the local county and not to the state.

For more information on this, contact the Wisconsin Department of Commerce.

State boosts sanitary permit \$25

As part of the proposed fee increases that was approved by the Wisconsin Department of Commerce, you can expect to see a \$25 increase to the state's portion of the sanitary permit fees being collected by counties.

This fee increase is expected to go into effect on Dec. 1, 2008.

This was one of many different DCOMM fee increases affecting the department's Safety and Buildings Division.

Stormwater legislation coming

Legislation likely will be introduced in Wisconsin in January that updates the definition of plumbing to include stormwater products. Currently, state statutes do not refer to stormwater, although the Department of Commerce has assumed responsibility for these systems. This legislation will revise state statutes to reflect current practices and changing technologies.



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Scenes from the WPCA Summer Convention

Although the turnout was smaller than normal for the WPCA Summer Convention on July 11-12, everyone seemed to enjoy the music, socializing and golf at Northern Bay Resort in Arkdale, Wis. Eric Barger of Barger and Sons Precast of Tennessee was our guest speaker and he informed the group about their successes with marketing their business. His company has seen large increases in business on their septic tanks since they implemented a mar-

keting campaign direct to homeowners that includes billboards. According to Barger, if you market to the homeowner, you market to everyone, including builders and contractors, as they usually are homeowners themselves.

Special thanks to our event sponsors, Concrete Sealants for the reception and W.R. Grace Co. for co-sponsoring the entertainment.



Steve Mader of Crest Precast and Steve Olson of Huffcutt Concrete get ready for golf (above). Friday entertainment was provided by the Jump Ship Blues Band (below).



Precasters, their families and suppliers enjoyed time socializing after dinner on Friday night. Thankfully, the weather cooperated for the outside dinner and entertainment.



Door County steel tank failures topic of article

An article in the August Pumper magazine features an interview with Door County Assistant Sanitarian Chris Olson, who discusses the issue of leaking, corroding and collapsing steel tanks in Door County.

The county began a sanitary survey in 2002 and, in its most recent survey in 2007 found that 26 percent of the systems that were inspected were failing, 49 percent due to bad tanks. Ninety-six percent of the bad tanks were steel.

Door County has been trying to educate the public and service providers about the problems associated with steel tanks, and, according to Olson, many homeowners are taking proactive steps to replace their systems with other tanks, such as concrete.

“We had a great response, and many property own-

ers asked what steps to take to replace their tanks,” Olson is quoted as saying. “It was reassuring to see people doing this on their own. The article prompted the Door Property Owners Association to ask us to give a presentation about the Sanitary Survey. The association also suggested that we display a corroded steel tank at this year’s county fair, which we’ll try to do. This group and others asked that we continue publicizing the issue and educating homeowners. Any group willing to go public about an issue carries a lot of weight, because it reinforces the elected officials’ decisions to create the Sanitary Survey and time-of-sale program, which evaluates systems before properties change ownership. Those two programs enable us to look at almost 1,000 systems a year.”

To read this article online, go to www.pumper.com.

NOWRA coming to Milwaukee

The National Onsite Wastewater Recycling Association will be holding its 2009 convention in Milwaukee. The event will be held April 6-9, 2009, at the Midwest Airlines Convention Center in Milwaukee.

NOWRA is currently seeking abstracts from interested presenters for their annual conference. For more information about this, go to www.nowra.org, or call the WPCA office at (608) 256-7701.

We encourage all WPCA members to attend this convention—it is a good opportunity for you to reach to industry professionals and customers you normally might not be able to reach. The WPCA also is considering having an exhibitor booth at this event—if anyone from WPCA is willing to help staff this booth, please let us know.

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Join us for legislator meet-and-greet events

WPCA Executive Director Patrick Essie and his firm, Essie Kammer Group, is hosting an event next week in which you can have the opportunity to meet local legislators and legislative candidates in an informal setting.

Any and all members are invited to attend these events, including other company employees and spouses. Food and refreshments will be provided at each event. This is a good opportunity to meet your local state legislator, inform them about your industry and discuss any concerns you might have.

In addition to the legislators listed here, state Rep. Mike Sheridan also will be in attendance. There is a chance that Rep. Sheridan might become the state Assembly Speaker following the November elections, and it is vital that the WPCA establish a good relationship with him.

This is a very important election in November and we encourage you to get to know your legislative candidates now, before the fall elections. This is the time that they are most open to listening to their constituents.

You do not need to live within their districts to attend these events; many of you do business within these legislative districts, and the legislators are interested in meeting you and hearing about your concerns!

Although it is not necessary to give a donation in order to attend these events, if you are interested in offering any financial support to these candidates, personal checks can be made payable to:

- Friends of Soletski (Rep Jim Soletski, Green Bay)
- Friends of Seidel (Rep Donna Seidel, Wausau)
- Friends of Smith (Rep Jeff Smith, Eau Claire)
- Friends of Shilling (Rep Jen Shilling, La Crosse)

It is important to have at least one person from the

Monday, September 22

Representative Jim Soletski

8:30 AM - 10:00 AM
Hotel Sierra
333 Main St.
Green Bay, WI 54301

Representative Donna Seidel

12:00 PM - 2:00 PM
2510 Restaurant
2510 Stewart Ave.
Wausau, WI 54401

Representative Jeff Smith

5:00 PM - 6:30 PM
Haymarket Grill
101 Graham Ave.
Eau Claire, WI 54701

Tuesday, September 23

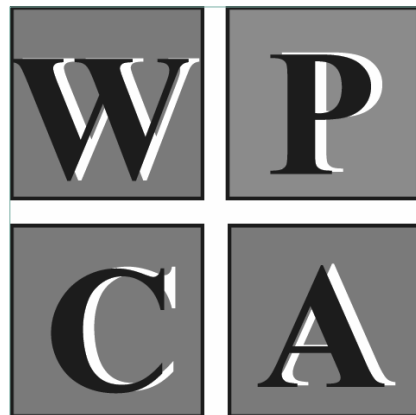
Representative Jen Shilling

12:00 PM - 2:00 PM
Piggy's on Front St.
501 Front St.
La Crosse, WI 54601

WPCA at each of these events to increase the visibility of the industry and our issues, in addition to WPCA Executive Director Patrick Essie, who also will be in attendance.

Please RSVP to Ann Gryphan at the Wisconsin Precast Concrete Association at (608) 256-7701 or agryphan@ekgmail.com if you are interested in attending any of these events, or if you have any questions. We look forward to seeing you there!

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