

Opening/Keynote Speaker and Abstract Information for 2024 Onsite Wastewater Mega-Conference

October 2024

Updated 8/2/24

Brian Harding, Service Industry Success

Creating Our Success in Tomorrow's Clean Water Environment

Abstract:

We are living through times that require change and improvement like never before in our lifetimes. We can see it and feel it every day, with no signs of that trend changing any time soon.

In recent years we have faced unprecedented challenges with hiring and building our workforce. Connecting with our customers and building a solid reputation requires more insight and effort than ever. We need leadership who, as they take more significant roles, will build on what we have accomplished while also maintaining the values and principles our companies were founded upon.

Despite the times and challenges we find ourselves facing, we still must continue to improve.

Now, more than ever, it's imperative that we differentiate our company by raising our service and performance expectations. We must recruit and develop an entirely new generation, who are motivated by different incentives than our own. And we need to develop leaders who will honor the progress we have made, maintain the integrity of what we have built, and lead us to the future.

Brian Harding, author of Service Industry Success, will share successes and lessons learned while building his own multi-million dollar company, as well as specific strategies and tactics you can immediately apply in your own company to build the thriving company you envision.

If you are looking for an opportunity to gain insights from someone who has been right where you are, and can relate to your specific challenges, you won't want to miss this!

Bio:

Brian Harding is an author, podcaster, professional keynote speaker, and business consultant for entrepreneurs in service industries who want to build a business that can run without them. He has nearly 20 years' experience owning and operating a service-based business, and more than 25 years' experience leading and managing employees. Brian is a leading authority on creating, developing, and implementing proven, practical step-by-step solutions, strategies, and processes that allow his clients to attain the freedom and growth they want. Some of the most common benefits his clients cite are clarity, confidence, peace of mind, and accelerated growth. His strategies draw upon many years of practical experience in leadership, process improvement, accounting, sales and marketing, and of course leading and managing employees.

After experiencing tremendous growth in his own company, helping others who had similar aspirations followed. Business owners frequently began approaching Brian for help and he learned that the solutions they created with Brian's help resulted in tremendous growth, efficiency, improved

profitability, peace of mind, more time off, and other significant kinds of progress. From there, creating Service Industry Success, a program to provide formal guidance for service industry entrepreneurs looking for similar results, was a natural progression.

After selling his own multi-million-dollar business and moving to the sunshine in Arizona, Brian now spends most of his time helping business owners in service industries solve their people, process, and profitability problems and build the companies they are dreaming of.

+++++

Andrew Sawyers, PhD. Director, Office of Wastewater Management, USEPA

US EPA Update

Abstract:

Dr. Sawyers will discuss EPA's activities in support of onsite and decentralized wastewater systems. He will cover the high-level activities of EPA's Decentralized Wastewater Program, including SepticSmart Week, the recent renewal of the Decentralized Wastewater MOU Partnership, and the Closing America's Wastewater Access Gap initiative.

Bio:

In his capacity as the Director of the EPA Office of Wastewater Management Dr. Sawyers oversees the National Pollutant Discharge Elimination System (NPDES) program, the Clean Water Act's mechanism for the permitting of municipal and industrial discharge into surface waters of the U.S. As the Director of OWM, Dr. Sawyers is also responsible for multiple technical and financial assistance tools for the development and maintenance of the country's wastewater infrastructure, including WIFIA, the Clean Water State Revolving Fund (SRF) and EPA's Water Finance Center. He previously worked for the Maryland Water Quality Financing Administration where he managed the state's Clean Water and Drinking Water SRFs and the Maryland's Chesapeake Bay Restoration Fund. He has a Ph.D. from Johns Hopkins University in Geography and Environmental Engineering.

+++++

Michele Brooks, Assistant Administrator, Water and Environmental Programs, Rural Utilities Service, USDA

USDA Update

Abstract:

Ms. Brooks will discuss USDA's activities in support of onsite and decentralized wastewater systems. Steve will provide a general overview of the Rural Utilities Service, Water and Environmental Programs specifically focusing on programs to assist rural communities with decentralized water and wastewater systems.

Bio:

Michele Brooks was appointed Assistant Administrator for USDA Rural Development's (RD) Rural Utilities Service (RUS) Water and Environmental Programs (WEP) on January 29, 2024. This Rural Development program provides technical assistance and financing which enable rural communities to develop water and wastewater systems that are necessary for public health and the economic vitality of rural America. These programs are the only federal programs focused exclusively on the water and

wastewater infrastructure needs of rural communities with populations of 10,000 or less. Ms. Brooks brings to this position over three decades of passion in serving rural Americans and an extensive knowledge of vital issues facing rural Americans.

Prior to her appointment as Assistant Administrator, Ms. Brooks served as the Director of the RD Innovation Center Regulations Management Division. Under her leadership, she provided a strategic focus on the implementation of rural policies and regulatory activities. She improved RD's customer experience and program delivery and led the OneRD Guarantee Initiative to standardize and transform RD's commercial loan guarantees.

+++++

Tim Perrin, Policy Advisor, Polsinelli, LLC

Status of Advocacy / Lobbying Efforts on Behalf of Onsite and Decentralized Wastewater

Abstract:

Tim Perrin is a member of the firm's National Public Policy group and assists clients interested in shaping energy, environmental, and infrastructure legislation and regulation. He is part of the team which represents NOWRA on Capitol Hill. He will provide an analysis of the legislative and regulatory landscape, initiatives underway which may have an impact on the onsite/decentralized industry, and steps the industry can take to increase its influence in Washington on those initiatives.

Bio:

Drawing on 20 years of advocacy and public affairs experience, Tim helps clients view public policy opportunities and challenges from a comprehensive perspective. Doing so informs the strategies he employs to secure policy solutions in the best interest of the client. Tim has been doing this successfully at Polsinelli for clients in the energy and environment, outdoor recreation, health care, higher education, and technology sectors. In the past, Tim worked at the American Association for Geriatric Psychiatry (AAGP), a national medical society representing physicians and older adults. Prior to AAGP, Tim was a Washington Fellow in the office of U.S. Representative Floyd Spence (South Carolina).

+++++