

# **2026 WWETT Show Education Program – Session Details**

**Session Code:** MO01

**Session Title:** The Invisible Marketer: How Generative AI is Fueling Growth for Contractors Behind the Scenes

**Date:** 2/16/2026

**Time:** 9:00AM - 10:00AM

**Speaker(s):** Suzan Chin-Taylor, MSc, CEO, Creative Raven

## **Description:**

Marketing your contracting business shouldn't mean becoming a full-time digital expert. With the rise of generative AI tools, skilled trades professionals—from wastewater contractors to electricians and plumbers—can now compete and grow like never before, without hiring big marketing teams or spending a fortune.

In this session, we'll pull back the curtain on "The Invisible Marketer"—a set of powerful, easy-to-use AI tools that can write your ads, build your emails, boost your website, and even help you get found online. Whether you're just getting started or already using some digital tools, you'll walk away with practical, do-it-yourself (DIY) strategies you can use immediately, plus guidance on what to look for (and watch out for) when hiring outside help.

This session is for you if you:

- Want more leads without more hustle
- Are curious how AI can actually help your business
- Feel overwhelmed by tech but want to stay competitive
- Are looking to choose the right AI automation tools for scaling your business

You don't need to be a tech wizard to market like one. This session shows you how to put AI to work behind the scenes, so you can get more leads and look more professional—without spending a dime more or working an extra hour. Walk in curious, walk out confident. If you're serious about growing your business in 2026 and beyond, this is one hour you can't afford to skip.

## **Learning Objectives:**

After this session, attendees will be able to:

- Define what Generative AI is (in plain English)
- Discuss the basics of generative AI and how it's already reshaping marketing in the trades industry—no jargon, no hype
- Identify 3-5 easy DIY ways to use AI today
- Discuss real examples of how contractors are using free or low-cost AI tools to create social posts, emails, website content, customer replies, and more
- Apply a simple framework to decide what to do yourself and when it's smarter to hire help—without getting burned
- Evaluate vendors with confidence
- Ask the right questions and identify red flags when hiring someone to help with marketing or AI-powered tools
- Implement a personalized action plan
- Utilize a short checklist and next steps tailored to your business size, comfort level with tech, and goals

**Session Code:** MO02

**Session Title:** Building Sewer and Drain Inspection (BSDI™) Certification Course

**Date:** 2/16/2026

**Time:** 9:00AM - 12:00PM

**Speaker(s):** Carl Marc-Aurèle, Vice President, Formadrain, Inc.; Jerry Weimer, President, Jerry Weimer Consulting

**Description:**

NASSCO's in-person, 3-hour Building Sewer and Drain Inspection (BSDI™) Certification Course is designed to assist plumbers, sewer and drain contractors, and inspectors in the proper inspection and assessment of private property building sewer and drains. Heavily based on NASSCO's PACP™ standards, BSDI teaches participants to use unique codes to identify conditions within a pipe for assessment consistency. Following successful completion of an exam, students will receive BSDI-certification, CEU/PDH credits, and will be listed on NASSCO's searchable website as a Certified Individual.

**Learning Objectives:**

After this course, attendees will be able to:

- Demonstrate proficiency in applying NASSCO's PACP™-based coding system to accurately identify conditions within building sewer and drain pipes
- Perform comprehensive inspections of private property building sewer and drain systems using standardized assessment methodologies that ensure consistency across the industry
- Interpret inspection findings to make informed recommendations about pipe conditions, potential issues, and necessary maintenance or repairs for building sewer and drain systems

**Session Code:** MO03

**Session Title:** The Myths, Facts, and Common Issues of Septic Pumping

**Date:** 2/16/2026

**Time:** 9:00AM - 10:00AM

**Speaker(s):** Casey Fiedler, Manager, Michigan Septic; Dawn Rohrs, President Cyclone Septics, NAWT VP, OOWA Board Member & That Septic Girl, Cyclone Septics & That Septic Girl; Ron Naumann, Director of Technical Support, National Precast Concrete Association (NPCA)

**Description:**

This presentation, designed for existing septic industry professionals, will address common challenges and misconceptions surrounding septic pumping, offering practical insights, tips, and troubleshooting strategies. Drawing on hands-on experience, we'll dive into the relevant technical aspects of septic systems, focusing on the most common and persistent challenges facing septic system service providers and industry professionals year after year. This is a practical, no-nonsense, presentation for those who work on or around septic systems every day.

We will explore common real-world issues that create headaches, such as what to do when a septic tank lid falls into the tank (among many others). This session will also guide professionals in answering homeowners' frequent questions about septic maintenance and pumping, providing clear, informative responses that help build trust and set proper expectations.

Additionally, we'll review essential tips and tricks for inspecting, pumping, and maintaining septic systems and septic tanks in particular, highlighting the most common issues encountered by professionals in the field and offer practical solutions for addressing them. This will include guidance on working with

specialized tools and processes for the smooth handling of common roadblocks, as well as troubleshooting the most frequent septic tank failures and how to prevent them from recurring or solve the issues at hand.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss tank types, sizes and materials
- Safely address common septic tank problems
- Facilitate effective homeowner communication
- Execute best practices for septic tank inspections
- Utilize tools, tips and processes for common issues related to septic tanks

**Session Code:** MO04

**Session Title:** OWTS Assessment: Getting the Information Needed to Service the Onsite Wastewater Treatment System

**Date:** 2/16/2026

**Time:** 9:00AM - 10:00AM

**Speaker(s):** Nick Dykes, Operations Manager, Dykes Construction LLC

**Description:**

In this session, we will discuss how a careful assessment of Onsite Wastewater Treatment Systems allows service providers to estimate the time needed for service visits, and thus provides an accurate, itemized cost estimate to the homeowner. The service provider can determine what, if any, improvements or upgrades will facilitate system maintenance activities. This activity will assist the service provider to educate the property owner on investments needed up front that may save dollars in the long run. The process begins with determining what information is available from the permit file and then doing a field evaluation to assess the current status of the system, site characteristics, and performance of the components. Items evaluated will include: odor; surfacing water or breakouts; site and neighborhood construction, utility work, or changes to drainage patterns; component status; lid safety; traffic patterns; and flows, resulting in a list of needed changes or adjustments to the system. This first step in the process will result in a plan to move forward for sustainable wastewater treatment on the property.

**Learning Objectives:**

After this sessions, attendees will be able to:

- Describe the influence of topography and landscape position on system performance
- Identify vegetative growth patterns that indicate potential malfunctions
- List the benefits of vegetative cover in the soil treatment area
- Describe the importance of avoiding encroachments on system
- Identify proper grading and subsurface water management procedures

**Session Code:** MO05

**Session Title:** Professionalism in Portable Sanitation

**Date:** 2/16/2026

**Time:** 9:00AM - 10:00AM

**Speaker(s):** David Kropf, Director of Operations, Mr. John

**Description:**

In this session, you will learn to recognize the pivotal role that demeanor and conduct play in shaping positive customer interactions. By exploring various scenarios, you'll not only understand what constitutes professional behavior, but also gain the confidence to exemplify it consistently. Elevate the value of portable sanitation services by embodying professionalism in every aspect of your work. These skills can improve customer retention, employee retention and company reputation. Whether you're a seasoned professional or new to the industry, this course offers valuable insights and practical tools to enhance your performance and make a lasting impression on your customers.

**Learning Objectives:**

After this session, attendees will be able to:

- Evaluate company culture and make recommendations for improvement at various levels
- Explain the impact professionalism has at the company level and broader industry level
- Apply strategies for professionally managing common and difficult challenges with customers
- Implement appearance and communication tactics at the individual level that can level up public perception of the individual and company

**Session Code:** MO06

**Session Title:** Understanding Sewer Nozzles: Technology, Applications, and Best Practices

**Date:** 2/16/2026

**Time:** 9:00AM - 10:00AM

**Speaker(s):** Patrick Savio, CEO, USB-USA

**Description:**

In this presentation, we will address the proper ways to set up nozzles. We will also discuss different applications of the nozzles and how they're used. We will cover degrees of jet incidents and will also go over the Root Cutter nozzle applications. Attendees will also learn the different set up variations of Root Cutters and nozzles in the pipe for proper use.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain the difference between hydraulic root cutters and mechanical root cutters, as well as turbine driven root cutters
- Discuss the various methods for root cutting
- Recognize the fundamentals of root, encrustation and grease removal
- Discuss how to set up chain cutters
- Identify areas for concern, such as off sets in pipes
- Create Standard Operating Procedures (SOPs)

**Session Code:** MO07

**Session Title:** Submersible Wastewater Pump Systems: Tips for Sizing, Application, and Troubleshooting

**Date:** 2/16/2026

**Time:** 9:00AM - 10:00AM

**Speaker(s):** Jeff Rook, National Sales Manager, Xylem

**Description:**

This session will focus on the various types of wastewater pumps, where they are used, and how to size and select the proper pump, basin and panel for the application. We will discuss some basic "rules of thumb" when sizing and selecting a pump, and troubleshooting tips for real world applications.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain when to use a sump pump vs. an effluent pump vs. a sewage pump vs. a grinder pump
- Discuss the advantages of the different impeller and seal types within a wastewater pump
- Explain how to size the proper pump based on HP, performance and solids handling
- Discuss the pitfalls of incorrectly sizing pumps and basins, which leads to properly troubleshooting existing installations

**Session Code:** MO08

**Session Title:** Let's Start a Conversation about Workplace Mental Health

**Date:** 2/16/2026

**Time:** 9:00AM - 10:00AM

**Speaker(s):** TBA

**Description:**

Sometimes we get absorbed by the technology and processes, and we forget that it takes real people to make a business successful. This session will discuss how to care for your 'human' assets. We will discuss why this year's Wastewater Education 501(c)3 track concentrates on worker safety, mental health, and the legal and personal difficulties of dealing with a traumatic event. This session will also introduce you to TradeMutt, a social impact workwear brand for tradespeople based in Australia. TradeMutt will share their mission to create work wear that's designed to start conversations about mental health among the blue collar community, making the invisible impossible to ignore.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the critical importance of worker safety and mental health protocols within the wastewater industry to protect your most valuable assets—your people
- Explore effective strategies for addressing and managing the legal and personal challenges that arise in the aftermath of traumatic workplace events
- Discover how innovative approaches like TradeMutt's conversation-starting workwear can help break down stigmas and foster open dialogue about mental health among blue-collar workers

**Session Code:** MO09

**Session Title:** Breaking the Cycle: How to Reduce Employee Turnover

**Date:** 2/16/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Chris Buttenham, Co-Founder, Reins

**Description:**

With an ongoing skilled labor shortage, skilled workers in blue collar industries are in high demand. Experienced tradespeople can typically go to the company of their choice. Ultimately, it's up to you as the business owner to keep them engaged. One of the best ways to do that is by showing you are invested in them.

Think of the UFC and its performance-based pay system. If a fighter has an impressive bout, that's going to come with a performance bonus. Business owners should be doing something similar already, but they can go a step further by creating broader incentive plans that give everyone a buy-in. When you align the financial incentives of the individuals with the organization, you're creating a commitment between owner and employee that will lead to increased performance and fewer resignations.

Top-performing technicians and service managers are assets, so it's critical to keep them engaged and invested. This can be made more challenging if you are a small- to mid-sized contractor, but you have the ability to compete.

In this session, we will create a profit-sharing calculator and a phantom stock modeling sheet that attendees can take with them to plug into their businesses and start using performance-based incentives to drive growth and retain key employees.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss why employees leave and how you can build employee retention programs to reduce it
- Identify gaps in compensation and incentive plans and what you can do to improve your benefits package
- Implement financial incentives to show your long-term investment in your team

**Session Code:** MO10

**Session Title:** Leadership by the Numbers: How Knowing Your Financials Transforms Your Business

**Date:** 2/16/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Jason Birdsong, CEO & Founder, JT Services

**Description:**

Great leadership starts with clarity—and that clarity begins in your numbers. This powerful, interactive class is designed for business owners, managers, and aspiring leaders who are ready to take full control of their company's financial performance and drive real, measurable growth.

Structured as a roundtable discussion, this session blends expert teaching with open dialogue, allowing attendees to share real-world challenges, compare insights, and walk away with actionable strategies. Whether you're running a service business, leading a team, or scaling to the next level, this class will empower you to stop guessing and start leading with precision.

This isn't a boring financial lecture—it's a leadership wake-up call. Because when you truly understand your numbers, you stop running a business blindly.

**Learning Objectives:**

After this session, attendees will be able to:

- Outline their total costs to operate
- Identify their true sold hour rate
- Price their services for profit, not just survival
- Track and respond to leading indicators
- Avoid the trap of "busy but broke"
- Use numbers to drive accountability across their teams

**Session Code:** MO11

**Session Title:** Operation and Maintenance of Onsite Wastewater Treatment Septic Tanks

**Date:** 2/16/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Claude Goguen, Director of Technical Education, National Precast Concrete Association

**Description:**

During this presentation, we will first go over the different types of tanks used in sewage treatment systems, along with their designs and functions. This will include septic, pump, flow equalization and gravity grease interceptor tanks. We will go through the maintenance process step by step, including tank and operational condition assessment. We will evaluate how to inspect the tank to assess its structural and operational condition. We will also examine how to properly inspect and evaluate components such as baffles, pumps, and filters, and also how to measure sludge and scum levels in the tank. We will discuss how to properly record O&M data and results. Whether attendees are new to the industry or seasoned veterans, this presentation will provide valuable information, tips and guidance on O&M of a sewage treatment system, which will enhance their ability to maximize efficiency and resilience of the systems they service.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss treatment processes employed in septic tanks and describe required operation and maintenance activities
- Recommend options to property owners dealing with root intrusion
- Inform customers when septic tanks and trash traps need to be cleaned

**Session Code:** MO12

**Session Title:** Portable Sanitation and Special Events

**Date:** 2/16/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Steve Ritter, General Manger, Tidy Services; Ben Curtis, Fleet Manager, Tidy Services

**Description:**

This session equips portable sanitation professionals with essential strategies for successful special event management, covering effective customer communication throughout the entire process and techniques for determining optimal unit quantities and types based on event-specific requirements. We will explore ideal placement configurations across various event scenarios while learning critical do's and don'ts for unit placement, servicing, and removal that enhance both efficiency and customer satisfaction. The session will also cover valuable insights on identifying potential problem areas and implementing both proactive and reactive solutions to ensure seamless services that contribute to overall event success.

**Learning Objectives:**

After this session, attendees will be able to:

- Communicate effectively with customers throughout the bidding process, during the event, and at the post-event meeting
- Discuss key considerations in determining the optimal number and types of portable units required for the event
- Identify ideal and acceptable placement configuration options at various special events
- Evaluate specific behaviors that should be employed and those that should be avoided when placing, servicing and picking up special event units
- Identify the most likely areas in which problems may develop and the steps that can be taken, both proactively and reactively, to minimize their impact on a successful event

**Session Code:** MO13

**Session Title:** Exploring Today's Pipeline Assessment Technology and its Future Evolution

**Date:** 2/16/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Jim Aanderud, President & Owner, Permidian Technologies

**Description:**

In today's fast-evolving CCTV pipeline inspection market, advancements in cameras, crawlers, and assessment software are emerging at breakneck speed – making it a challenge for professionals to stay current. Too often, users remain within the comfort zone of familiar brands, overlooking innovations that could dramatically enhance their inspection capabilities.

This session will provide a clear, comparative overview of leading CCTV inspection systems, spotlighting the distinctive strengths and capabilities of each. We'll delve into a variety of assessment technologies – ranging from standard and high-definition video to side-scanning, sonar, and laser profiling – and explore how artificial intelligence is transforming inspection workflows. You'll also gain insight into top assessment software platforms and the cutting-edge tools pushing the industry forward. Finally, we'll look to the future, sharing expert forecasts on where pipeline assessment technology is headed and what you can do to stay ahead of the curve.

**Learning Objectives:**

After this session, attendees will be able to:

- Recognize the leading camera and crawler manufactures and software developers
- Identify the differences between leading assessment technology
- Discuss emerging technologies in the pipeline assessment field
- Be aware of the future of pipeline assessment and AI's impact

**Session Code:** MO14

**Session Title:** Pump Stations That Work: Wet Well Sizing and Pre-Packaged Solutions

**Date:** 2/16/2026

**Time:** 10:30am - 11:30am

**Speaker(s):** Chase Wurtsmith, EIT, Application Engineer, Zoeller Pump Co.

**Description:**

This session dives into the fundamentals of wet well sizing for submersible wastewater pumps across residential, commercial, and municipal applications. You'll learn why proper basin sizing is critical to system performance, what factors influence design, and how to bring it all together through a real-world example. We'll also explore common basin accessories that can enhance reliability and ease of maintenance.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify the critical factors that influence proper basin sizing
- Size a basin to prevent short cycling of the pump
- Discuss the various accessories available for pre-packaged systems
- Determine proper float placement for reliable pump operation

**Session Code:** MO15

**Session Title:** Are You Prepared? How to Get Your Business and Personal Ducks in a Row Before the Inevitable Happens

**Date:** 2/16/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** TBA

**Description:**

A workplace injury or fatality isn't just a statistic; it sets in motion a whole range of compliance and reporting, and all at a time when you, your employees and their families are suffering or grieving. This session details how to get your checklists in place before an incident happens, and what you might have to deal with that may never have crossed your mind.

**Learning Objectives:**

After this session, attendees will be able to:

- Develop comprehensive pre-incident checklists that address both regulatory compliance requirements and human support systems to ensure organizational readiness during injury or fatality situations
- Prepare for often-overlooked aspects of workplace injuries and fatalities
- Master the essential balance between fulfilling legal obligations and providing compassionate support to affected employees and families during the aftermath of workplace injuries or fatalities

**Session Code:** MO16

**Session Title:** The 3-Year Tune-Up: Build Value, Reduce Risk, and Prepare for Any Market

**Date:** 2/16/2026

**Time:** 1:00PM - 2:30PM

**Speaker(s):** Nina Jankowski, Director of Business Development, Catalyst; Jim Reddinger, CEO & Managing Director, Catalyst

**Description:**

Most owners wait too long to start planning—then scramble when opportunity knocks or life changes. The reality? The best outcomes come to those who plan early. This session lays out a straightforward, three-year roadmap to get your business in the strongest possible position, whether you're thinking about selling, raising capital, or just want to be ready for whatever's next.

We'll cover the most common value killers—like customer concentration, messy financials, or lack of leadership depth—and show how addressing them now can add millions in value later. You'll also learn how buyers evaluate risk, what they see as "clean" vs. "complicated," and how to turn your day-to-day decisions into long-term equity.

Designed for owners who aren't looking to sell tomorrow but want to be smart and prepared, this session offers the tools to protect your legacy and stay in control of your future.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss how early planning leads to better deal outcomes and more flexibility
- Identify what buyers see as red flags—and how to fix them before they cost you
- Walk away with a practical 3-year checklist to protect and grow enterprise value

**Session Code:** MO17

**Session Title:** Why Laterals are Critical to Overall Sewer System Health

**Date:** 2/16/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** Laurie Perkins, PE, Training Director, NASSCO; Brendan Doyle, Regional Manager CIPP Lateral Lining, BLD

**Description:**

Just because laterals are small diameter compared to mainline pipes, that doesn't mean their condition should be ignored and left undiagnosed. Laterals typically make up 50% of the total length of public sewer systems and require the same routine inspection, maintenance, and rehabilitation as mainline sewer pipes. This presentation focuses on the impact that laterals can have on system owners, approaches to assessment to avoid catastrophes, and a range of available methods to rehabilitate them.

**Learning Objectives:**

After this session, attendees will be able to:

- Recognize the critical importance of lateral pipe inspection and maintenance
- Evaluate various assessment methodologies and diagnostic tools that can effectively identify potential issues in lateral pipes before they escalate into costly system failures
- Compare and contrast the range of rehabilitation techniques available for lateral sewer pipes to determine the most appropriate and cost-effective solutions for different scenarios and system requirements

**Session Code:** MO18

**Session Title:** Septic Success Blueprint: Systems, Profit and Growth for Your Business

**Date:** 2/16/2026

**Time:** 1:00PM - 2:30PM

**Speaker(s):** Tanya Wilson, Owner & CEO, HomeField Onsite Environmental

**Description:**

Are you ready to take control of your future and build a successful, profitable septic business? Whether you're just starting out or looking to refine your operations, the Septic Success Blueprint is designed to give you the knowledge, tools, and confidence to create a business that doesn't just survive—but thrives.

This course goes beyond the basics. We're diving deep into what it really takes to establish a strong foundation, manage finances like a pro, build a recognizable brand, streamline operations, and develop leadership skills that inspire a winning team.

Running a septic business is not just a job—it's a legacy. The Septic Success Blueprint is more than just a course; it's a roadmap to building a business that provides financial security, supports your family, and makes a lasting impact in your community.

If you're an aspiring entrepreneur, a current septic business owner, or an industry professional looking to raise your game, this is your chance to gain insider knowledge from experienced professionals who've been in the trenches and know what it takes to succeed. No fluff, no guesswork, just proven methods that work. Plus, you'll have the opportunity to connect with a network of like-minded professionals, access ongoing support, and gain the confidence to take your business to the next level.

If you're serious about starting, growing, or improving your septic business, this is the game-changer you've been looking for.

Don't just run a septic business—build an empire.

**Learning Objectives:**

After this session, attendees will be able to:

- Break down the different business structures (LLC, S-Corp, etc.) and choose the best fit for long-term success
- Evaluate licensing and bonding requirements, how to stay compliant with state and federal regulations, and why having the right insurance coverage is essential
- Conduct business continuity planning—because smart entrepreneurs don't just build for today, they plan for tomorrow

**Session Code:** MO19

**Session Title:** O&M Essentials: Understanding the Fundamentals of Wastewater in OWTS

**Date:** 2/16/2026

**Time:** 1:00PM - 2:30PM

**Speaker(s):** Sara Heger, Instructor and Researcher, University of Minnesota

**Description:**

This presentation will highlight the critical aspects that service providers must understand about domestic wastewater generated by single-family homes and commercial properties in Onsite Wastewater Treatment System (OWTS). Domestic wastewater is composed primarily of water—approximately 99.9 percent. While the composition and strength of this wastewater can vary from one residence to another and even from day to day, certain key constituents are typically present. We will focus on the main categories of organic and inorganic materials, solids, pathogens, nutrients, metals, persistent organic compounds, fats, oils, grease (FOG), and various chemicals, cleaners, and medications. Understanding these parameters helps service providers accurately sample wastewater, adjust system components, and verify overall performance.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the common constituents used to measure wastewater contaminants
- Determine the best location in a system to sample
- Inform customers regarding sources of various contaminants from their home or business

**Session Code:** MO20

**Session Title:** Scaling a Trailer-Based Business: Challenges, Opportunities and Lessons Learned

**Date:** 2/16/2026

**Time:** 1:00PM - 2:30PM

**Speaker(s):** Erin Stahla, Co-Owner, Stahla Services; Grant Stahla, Co-Owner, Stahla Services

**Description:**

Growing a trailer-based business comes with unique challenges—from fleet management and logistics to customer acquisition and operational scalability. In this session, the team behind Stahla Services will share their firsthand experience scaling portable specialty trailers like restroom, shower, and bunkhouses, providing practical strategies to help you expand efficiently and sustainably.

Learn how to overcome key obstacles such as optimizing asset utilization, managing remote teams, and maintaining service quality while scaling. Whether you're looking to grow regionally or expand nationwide, this session will equip you with actionable insights on building a strong foundation for sustainable business growth.

Key areas covered include:

- How to structure operations for growth without sacrificing service quality
- The biggest scaling pitfalls and how to avoid them
- Strategies for expanding into new markets while maintaining profitability
- Best practices for leveraging technology and automation to streamline logistics

Join us for a behind-the-scenes look at how Stahla Services has navigated growth and walk away with a better understanding on how to scale your own trailer-based business.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain the key operational and logistical challenges of scaling a trailer-based business and how to address them effectively
- Discuss strategies for expanding into new markets while maintaining profitability and service quality
- Apply best practices in fleet management
- Implement technology and automation tools to streamline operations and improve efficiency at scale

**Session Code:** MO21

**Session Title:** Trenchless Pipe and Manhole Rehabilitation: A Comprehensive Guide to Lining Materials and Case Histories

**Date:** 2/16/2026

**Time:** 1:00PM - 2:30PM

**Speaker(s):** Dave Badgley, Business Development Manager, Performance Pipeline Technologies & Badgley & Assoc.

**Description:**

Collection systems are the wastewater utilities' largest asset, more than the treatment plant. The US Environmental Protection Agency (EPA) estimates that there are over 800,000 miles of mainline sewer pipelines in the US and over 500,000 miles of private sewer service laterals. Each of these conveyance systems is susceptible to structural failure, blockages, and overflows. EPA estimates that \$271 billion is needed to maintain and improve the nation's wastewater infrastructure.

Trenchless technologies have become a major alternative to traditional digging for replacement of pipelines and maintenance holes. This session will use an understandable approach (including photos, videos, and case histories) to cover the following:

- Problems, such as infiltration, exfiltration, roots, corrosion, and structural defects
- The new advanced technologies available to remove heavy deposits to prepare pipes for lining
- Where trenchless technologies can be used
- The five basic styles of technologies used for replacement & rehabilitation of gravity & pressure pipelines, and case histories for each style of liner
- Dig & replace
- Trenchless spot repairs
- Slipliners, including continuous, sectional, and spiral wound liners
- Cured-in-Place pipe liners
- Folded and re-formed pipe liners
- Spray on liners

This session will give an overview of the advancements in pipeline cleaning, inspection, and maintenance technology. We will cover a toolbox of the advancements in trenchless technologies that are available to eliminate most of the general maintenance problems and extend the life of pipelines for another 50 + years. Case histories of award winning and unique installations for each style of liner will be highlighted.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the conditions that increase costs of maintenance and shorten the life of pipelines
- Review the applications that require dig and replace, and which are candidates for trenchless technology
- Discover the trenchless technology options available for pipeline rehabilitation
- Discuss the unique equipment required for different trenchless rehabilitation methods

**Session Code:** MO22

**Session Title:** Common Problems with Wastewater Control Panels

**Date:** 2/16/2026

**Time:** 1:00PM - 2:30PM

**Speaker(s):** Joe Zimmerman, Sales Manager, SJE Rhombus

**Description:**

This presentation is intended to create a working knowledge of how control panels work and how to safely and correctly identify problems in the field. We will discuss electrical terms and what they mean, explain the physical and electrical differences in floats and how they work, and control panel components and how they relate and work together. We will touch on multi meters, the proper ways to troubleshoot a float, and tricks to point us in the right direction when troubleshooting a panel.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss control panel components - what they are and how they work, both physically and electrically
- Explain theory of operation for residential & light commercial onsite control panels
- Read schematics and wiring diagrams to give a basic understanding of installation and troubleshooting, and care of residential and light commercial onsite control panels
- Demonstrate basic knowledge and understanding of electrical terms
- Correctly install controls in different applications

**Session Code:** MO23

**Session Title:** Can I Ask THAT? HOW Do I Ask That? What the Law Says About the Questions You Can Ask Your Employees

**Date:** 2/16/2026

**Time:** 1:00PM - 2:30PM

**Speaker(s):** TBA

**Description:**

When an employee is dealing with a health or mental health issue, it could affect their work and you may have questions to address potential liabilities. Is their ability to drive the truck impaired? Are they taking medications that can make them drowsy? Are they a risk to your clients or other employees? This session will look at what HIPPA law allows employers to ask when it comes to their employees' health, and ways to navigate difficult conversations from real-world experiences.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify the specific parameters of HIPAA regulations that govern what employers can legally ask about employees' health conditions while protecting both workplace safety and employee privacy rights
- Develop effective communication strategies for conducting sensitive conversations with employees experiencing physical or mental health challenges that may impact their job performance or workplace safety
- Apply practical frameworks for assessing and addressing potential workplace liabilities when employees' health conditions might affect their ability to safely perform essential job functions

**Session Code:** MO24

**Session Title:** Building Stronger Partnerships: Navigating Public-Private Collaborations for Sustainable Infrastructure

**Date:** 2/16/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Christopher Salem, CEO - Certified Workplace Strategist, Sustainable Success Coaching & Consulting

**Description:**

In today's rapidly evolving water, wastewater, and environmental services sectors, business leaders face unprecedented challenges—aging infrastructure, limited resources, regulatory pressures, and the urgent need for innovation. Many leaders struggle with finding the right partnerships to bridge these gaps and drive sustainable growth while managing risk. The question becomes: How can businesses in the water and wastewater industries leverage the expertise, resources, and capabilities of both public and private sectors to create a more resilient and efficient infrastructure ecosystem?

This session will provide you with actionable strategies for navigating Public-Private Partnerships (PPPs) and creating collaborations that lead to enhanced infrastructure development, shared risk management, and improved service delivery. You will discover how to identify and align with the right government entities and stakeholders, mitigate common challenges faced in PPPs, and position your organization as a valuable partner that fosters mutual growth and success.

Join us for this dynamic session and walk away with the tools and confidence to strengthen your business through strategic partnerships that meet the growing demands of the industry while delivering the results you've been striving for: resilient, efficient, and sustainable infrastructure for communities and businesses alike.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify the key challenges in forming successful Public-Private Partnerships (PPPs) and learn how to overcome barriers related to resources, regulatory pressures, and stakeholder alignment
- Tap into untapped resources and expertise to build sustainable infrastructure solutions
- Develop strategies for leveraging both public and private sector expertise to create sustainable, innovative infrastructure solutions that enhance service delivery and reduce operational risks
- Maximize shared risk management to ensure better service delivery and long-term stability
- Foster stronger, trust-based relationships with government entities and other stakeholders to maximize the potential of PPPs, driving long-term growth and resilience in water, wastewater, and environmental services

**Session Code:** MO25

**Session Title:** NASSCO's Drain Cleaning Certification Course

**Date:** 2/16/2026

**Time:** 2:30PM - 5:00PM

**Speaker(s):** Carl Marc-Aurèle, Vice President, Formadrain, Inc.; David Hamberlin, Business Development Manager, Water/Wastewater Solutions, HYDROMAX USA

**Description:**

NASSCO's Drain Cleaning Certification Program is a complementary course to NASSCO's Building Sewer and Drain Inspection Program (NASSCO's 9 a.m. session). This in-person, 2-hour course (plus exam) is designed to assist plumbers, sewer and drain contractors, and inspectors in established procedures for safe and effective drain cleaning. Following successful completion of an exam, students will receive NASSCO Drain Cleaning Certification, receive CEU/PDH credits, and will be listed on NASSCO's searchable website as a Certified Individual.

**Learning Objectives:**

After this session, attendees will be able to:

- Demonstrate comprehensive knowledge of established safety protocols and risk assessment procedures specific to drain cleaning operations
- Apply industry-standard techniques and methodologies for effective drain cleaning
- Obtain NASSCO Drain Cleaning Certification, receive CEU/PDH credits, and be listed on NASSCO's searchable website as a Certified Individual

**Session Code:** MO26

**Session Title:** Exploring the Wonders of Vacuum: Concepts, Demonstrations, and Experiments

**Date:** 2/16/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Mike Chouinard, Outside Sales Representative, National Vacuum Equipment; Jeff Rachlin, Vice President, OnSite Management, Inc.

**Description:**

Join us for an engaging session where we will delve into the fascinating world of vacuum. We'll begin by exploring the fundamental concepts of what vacuum is and how it behaves. Through clear explanations and real-world examples, we'll examine the various roles vacuum plays in our industry. In this interactive session, we'll enhance your understanding with hands-on calculations, live demonstrations, and exciting experiments to illustrate how vacuum functions. Whether you've been operating a vacuum truck for years or are just starting out, this session will leave you with a deeper appreciation of its principles and applications.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the basic concept of vacuum and its properties
- Describe how a vacuum is created and maintained
- Identify practical applications of vacuum in our industry
- Apply calculation techniques for understanding vacuum vs. pressure
- Participate in fun and insightful demonstrations that reveal vacuum's unique effects

**Session Code:** MO27

**Session Title:** Keys to Managing Low-Pressure Pipe and Drip Distribution in Onsite Wastewater Treatment Systems

**Date:** 2/16/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Dwayne Jones, President, Jones Pump Service

**Description:**

The main objective when using low-pressure distribution is to evenly distribute wastewater over the entire length of the trenches. To accomplish uniform distribution, laterals composed of small diameter pipes with small diameter orifices are used. LPD is typically installed in a trench and the pipe is supported by stone or other material. It is critical for the operator to have access to original LPD designs and as-built drawings, as valve and manifold arrangements can vary widely. A drip distribution system delivers small doses of treated effluent to the soil through a system of tubing with flow regulating emitters. The soil accepts the effluent, providing final treatment through removal of contaminants prior to dispersal to the receiving environment. This session will provide O&M service providers with both an overview of the technology applications and useful techniques to evaluate performance and troubleshoot the systems when problems arise.

**Learning Objectives:**

After this session, attendees will be able to:

- Describe common pressure distribution configurations
- Conduct the key O&M measures for each configuration
- Describe the operating principles of a drip field
- Describe the purpose and O&M requirements for the following components in a drip distribution system: vacuum breaker, pressure compensating emitter, pressure regulator, and field flushing
- Perform troubleshooting activities on LPD and drip systems

**Session Code:** MO28

**Session Title:** When Natural Disasters Strike

**Date:** 2/16/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Josh Perez, Owner, Redi2Go Rentals; Jacky Ward, Regional Sales Manager, PolyJohn

**Description:**

From hurricanes to wildfires, tornadoes to floods, no business is immune to the unexpected. This session equips portable sanitation operators—and other related industries—with practical strategies to prepare for and respond to natural disasters that impact their facilities, fleets, and staff. Attendees will learn how to safeguard operations before disaster strikes, minimize downtime during the crisis, and take effective steps toward recovery in the aftermath.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify potential natural disaster risks specific to their geographic area and operations
- Discuss the basics of developing a proactive preparedness plan to protect assets, personnel, and business continuity
- Apply effective response and recovery strategies to resume safe and efficient operations post-disaster

**Session Code:** MO29

**Session Title:** Composite Manhole Covers: Key Benefits, Selection Criteria, and Ideal Applications

**Date:** 2/16/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Chad Nunnery, President and Owner, Composite Access Products

**Description:**

When stormwater, floodwater, and tidal waters enter sanitary sewer systems (Infiltration and Inflow), they overwhelm systems designed to process wastewater containing fecal matter and toxic chemicals. This excess volume causes Sanitary Sewer Overflows (SSOs), where pathogen-filled water reverses and spills into streets and waterways, contributing to 32 trillion gallons of pollution annually.

These overflows burden municipalities with EPA fines, increased treatment costs, additional electricity for pumping, and oversized treatment plant expenses. Reducing I&I is critical for both environmental protection and infrastructure cost management.

Composite manhole covers offer an effective solution. The compression molding process creates consistent dimensions with minimal variation, allowing for a precisely mated cover-frame fit. Composites resist corrosion, preventing oxide buildup between cover and frame, which enables tighter design tolerances and superior sealing. This precise seal also significantly improves odor retention.

Traditional covers present numerous challenges. Sewer gas (H<sub>2</sub>S) corrodes them, especially near lift stations and treatment plants. Covers often stick to frames due to debris and oxide buildup, requiring maintenance workers to strike them with sledgehammers—a practice that can cause injuries and equipment damage.

Composite covers eliminate these issues through inherent corrosion resistance without requiring expensive, potentially toxic coatings. Additional benefits include:

- Improved safety and ergonomics
- Faster installation
- Theft prevention
- Enhanced data transmission capabilities
- Ability to incorporate rare earth magnets detectable from 6+ feet
- Better environmental sustainability

With new compression molding processes, these composite assemblies are now becoming affordable with shorter lead times, making them a practical solution for municipalities seeking to address I&I issues while improving infrastructure performance and longevity.

**Learning Objectives:**

After this session, attendees will be able to:

- Describe the benefits of composite manholes, including how they are stronger and half the weight of metal covers
- Discuss how composite covers will not rust and get rusted stuck
- Describe how composite covers are part of the new smart sewer systems using satellite, radio, and telephone signals transmitted through the fiberglass covers without drilling holes through metal covers which can reduce traffic rating
- Discuss how composite covers reduce work loss time due to injuries from lifting heavy metal covers

**Session Code:** MO30

**Session Title:** Onsite Electrical Training

**Date:** 2/16/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Jacob Epperson, Market/National Sales Manager, Building Services & Industrial, Crane Pumps & Systems

**Description:**

This session covers safety and best practices from the home's incoming power to the pump system. Participants will learn about proper grounding, personal protective equipment, and the correct use of voltage and multimeters. The session also includes hands-on instruction in troubleshooting pumps using electrical diagnostics.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify, inspect, and select appropriate electrical components commonly found in onsite wastewater pump systems, ensuring safe and effective operation
- Demonstrate proper grounding techniques to verify electrical safety throughout the entire circuit, from the power source to the pump
- Safely operate diagnostic tools, including multimeters, to measure voltage, continuity, and troubleshoot electrical issues in pump systems
- Determine and select the correct cord size for various pump system configurations based on electrical load and installation requirements

**Session Code:** MO31

**Session Title:** Dealing with Death: If You Think You're Prepared, Surprise...You're NOT

**Date:** 2/16/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** TBA

**Description:**

The after effects of a workplace fatality can last weeks, months, or even years, with many questions abound. What could you have done differently? How can you create a positive feedback loop and learn from the event rather than dwelling on who did what? This session will discuss the challenges survivors need to be ready for, focusing on constructive approaches rather than destructive blame cycles. We'll examine how to transform painful experiences into meaningful organizational change while supporting the people who are affected.

**Learning Objectives:**

After this session, attendees will be able to:

- Develop a comprehensive post-incident framework that transforms workplace tragedy into meaningful organizational change through structured learning protocols
- Identify and prepare for the unexpected challenges that survivors of workplace fatalities face in the weeks, months, and years following an incident
- Implement effective support strategies that address both the psychological needs of affected employees and the operational requirements for continued workplace safety improvement

**Session Code:** MO32

**Session Title:** Driving Sustained Profitable Growth: Achieving the Sweet Spot in Business

**Date:** 2/16/2026

**Time:** 4:30PM - 5:30PM

**Speaker(s):** Chuck Violand, Founder, Violand Management Associates

**Description:**

In this presentation, Chuck will outline the three core areas that drive profitable growth in Stage 2 companies – those past start up, but still below \$50M in annual revenue. He will describe how these areas, or dynamics, interact with each other and how to coordinate them to achieve the “sweet spot” that drives sustained profitable growth. As Chuck walks attendees through the stages of a company’s growth, he will explain how the three areas interact differently depending on the size of a company.

This presentation, filled with relatable examples and a healthy dose of humor, will conclude by explaining the four factors that can derail a company’s growth and lead to Stage 2 Stall.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify the three dynamics for growth within business and how they relate to one another
- Recognize warning signs in your business and how to turn things around
- Outline the roles and responsibilities of owners and managers in growing each dynamic
- Explain the four factors that can derail a company’s growth

**Session Code:** MO33

**Session Title:** Mastering Vacuum and Pressure Techniques for the Septic Pumping Industry

**Date:** 2/16/2026

**Time:** 4:30PM - 5:30PM

**Speaker(s):** Mike Chouinard, Outside Sales Representative, National Vacuum Equipment; Jeff Rachlin, Vice President, OnSite Management, Inc.

**Description:**

This session will explore the critical vacuum and pressure technologies used in the septic tank truck industry. Attendees will gain hands-on knowledge of how these techniques are applied to efficiently pump, transport, and dispose of septic waste while ensuring safety, compliance, and optimal performance.

**Learning Objectives:**

After this session, attendees will be able to:

- Describe the key vacuum truck components
- Discuss how to conduct a successful pre-operation inspection
- Explain vacuum truck loading and unloading with difficult applications
- Implement efficient operation techniques and troubleshooting for vacuum trucks

**Session Code:** MO34

**Session Title:** Overview of O&M of Aerobic Treatment Units in Onsite Wastewater Treatment Systems

**Date:** 2/16/2026

**Time:** 4:30PM - 5:30PM

**Speaker(s):** Nick Dykes, Operations Manager, Dykes Construction LLC

**Description:**

This presentation will describe the various types of aerobic treatment units (ATU) approved in Ohio along with the similarities and differences among the various types. The treatment process used in ATUs where microbes transform solids into gases, cell mass and non-degradable material will be covered. An overview of the operation and maintenance checklist for ATUs will be reviewed, as well as troubleshooting of effluent problems with surface discharging systems, particularly ammonia. The settle-ability test for determining sludge wasting will also be discussed.

**Learning Objectives:**

After this session, attendees will be able to:

- Describe the flow layout for suspended growth and attached growth ATUs
- Discuss treatment principles employed in the ATU technologies
- Complete an operation and maintenance checklist for an ATU
- Identify solutions for hard to treat waste, foaming, abnormal levels of DO, poor settling characteristics, and other ATU trouble points

**Session Code:** MO35

**Session Title:** Opportunities in the Changing Landscape of Construction Site Sanitation

**Date:** 2/16/2026

**Time:** 4:30PM - 5:30PM

**Speaker(s):** Adam Ghrist, Co-Owner, Lang Specialty Trailers

**Description:**

The construction industry's sanitation needs are evolving, driven by stricter OSHA regulations and growing expectations for worker health and comfort. Portable sanitation companies are uniquely positioned to meet these demands by providing fresh drinking water, modular portable restrooms. This presentation explores opportunities for sanitation businesses to address the growing demand for restroom trailers, drinking water, modular restroom units.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain the growing trend of restroom trailers on construction jobsites and the opportunities associated (enhanced amenities, mobility and flexibility, sustainability features, worker satisfaction and cost vs. benefit)
- Explore providing drinking water stations and the new OSHA drinking water requirements for construction sites (including the economic and environmental impact of reducing single use plastics)
- Discuss the sustainability, innovation and niche markets of restroom trailers, and those opportunities

**Session Code:** MO36

**Session Title:** The Evolution and Future of Robotic Pipeline Inspection Technology

**Date:** 2/16/2026

**Time:** 4:30PM - 5:30PM

**Speaker(s):** Scott Thayer, Ph.D., Chief Technology Officer, Edge AI Solutions, Inc.

**Description:**

Sewer networks are among the oldest civic technologies and the newest frontiers for autonomy and AI. This presentation charts a concise, full spectrum arc from humanity's first engineered drains through Roman maintainability, 19th century Parisian mechanization, the rise of CCTV, the leap to multi sensor quantification, in-pipe autonomy, flight capable inspection, and automatic PACP video coding.

After this historical context is established, the presentation hypothesizes on the next decade of robotic, data driven asset stewardship. The next decade will unify these gains into persistent, robotic asset intelligence; including fleets that capture measured evidence continuously, AI that translates evidence into plans with uncertainty bounds, and platforms that intervene and self verify. This points toward that future: when standardized, quantitative data flows reliably from robots to decisions, cities can act sooner, target better, and reduce risk at scale. That is the evolution we have inherited and the future we are now equipped to build.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the history of CCTV inspections
- Describe current and future CCTV technology
- Discuss the evolution of autonomous robotic inspection technology from one of the inventors
- Identify the six shifts of CCTV inspection technology that will define the coming decade

**Session Code:** MO37

**Session Title:** Open Discussion on Mental Health in the Trades

**Date:** 2/16/2026

**Time:** 4:30PM - 5:30PM

**Speaker(s):** TBA

**Description:**

Join this open discussion for an honest dialogue about the unique mental health issues faced by those working in the trades. Participants will share experiences and identify practical support strategies and resources to foster mental health across the trades workforce.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify the unique mental health challenges specific to trades professionals, including job-site stressors, physical demands, and industry culture factors
- Develop effective communication strategies to reduce stigma and create safe environments where tradespeople feel comfortable discussing mental health concerns
- Evaluate and implement practical support resources and intervention techniques that can be integrated into existing workplace safety and wellness programs

**Session Code:** TU01

**Session Title:** Safety Steps: Your Path to Lowering Insurance Premiums in Your Business

**Date:** 2/17/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Dennis Pivin, Director Health, Safety and Environmental, NASSCO

**Description:**

Join us for an enlightening session focused on the integral role that safety measures can play in reducing your business insurance premiums. This session will provide practical steps to optimize workplace safety and demonstrate how these actions can lead to significant cost savings. Learn strategies from an industry expert that can not only enhance the well-being of your employees, but also achieve financial benefits.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the correlation between workplace safety and insurance costs
- Identify key safety protocols that can be implemented to effectively reduce the risk of accidents
- Evaluate the impact of employee training on improving safety and reducing claims
- Leverage safety improvements for financial incentives from insurance providers
- Develop a customized plan that aligns with specific business needs to minimize insurance costs
- Analyze case studies of businesses that successfully lowered their insurance premiums through enhanced safety measures

**Session Code:** TU02

**Session Title:** Leading a Culture of Change

**Date:** 2/17/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Scott Tackett, Senior Business Development Advisor, Violand Management Associates

**Description:**

While technology and operational procedures in service-based companies tend to stay somewhat consistent, there are many outside forces that continue to create change. That change can be in hiring/firing employees, ownership transition, entry into a new market, or a refocus of current efforts. It is important for owners and managers to understand and embrace change, and to understand their specific roles and responsibilities in managing it.

Change happens in phases. Managers must navigate carefully through each portion of change to keep a team together and working diligently toward a new shared goal. Communication and detailed explanations are key. Different people interpret change in unique ways. This session shows proven strategies to overcome the obstacles that arise during periods of significant change.

During this session, Scott will identify eight common managerial mistakes made during periods of change, along with tips to avoid them, to help others cope, and to promote a “new normalcy” of change in today’s workplace. As the saying goes, change or get left behind.

**Learning Objectives:**

After this session, attendees will be able to:

- Navigate through the three psychological stages of change acceptance
- Develop a strategy to explain and manage changes in the workplace environment
- Create ways to increase performance and motivation during times of change

**Session Code:** TU03

**Session Title:** Septic System Savvy: Empowering Onsite Wastewater Professionals with Homeowner Education and Record-Keeping Tools

**Date:** 2/17/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Aimee Devereaux, Onsite Wastewater Training Coordinator, Des Moines Area Community College; Katie Resor, Onsite Wastewater Grant Technical Consultant, Des Moines Area Community College

**Description:**

Empowering septic system homeowners with education and record-keeping tools fosters responsible system management and long-term functionality. By providing knowledge about system components, maintenance best practices, and household habits, homeowners can make informed decisions to prevent issues. Aimee and Katie will introduce you to tools, such as homeowner folders, checklists, and surveys, to further enhance your ability to educate homeowners on tracking maintenance records, identifying problems early, and working collaboratively for effective solutions. This approach enhances relationships between homeowners and onsite wastewater professionals, ensuring customer longevity, loyalty and trust.

**Learning Objectives:**

After this session, attendees will be able to:

- Provide actions for homeowners to implement, related to products, water usage and household habits
- Create their own homeowner education program
- Identify resources available to educate homeowners
- Discuss how providing top notch education to homeowners sets you apart from the competition

**Session Code:** TU04

**Session Title:** Top 4 Trends in Plumbing & Wastewater: Expert Discussion and Q&A

**Date:** 2/17/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Nate Agentis, Owner, Plumbing CEO; Angela Kiel, Strategic Partner Manager, BDR; Nina Jankowski, Director of Business Development, Catalyst; Jerry Weimer, Owner, Jerry Weimer Consulting

**Description:**

The plumbing and wastewater industries are facing rapid shifts that impact contractors, business owners, and technicians alike. From navigating economic uncertainty to overcoming labor shortages, companies are being challenged to adapt and thrive in a changing environment. In this interactive panel, industry experts will break down the top four trends shaping the future of plumbing and wastewater services:

1. Economic Uncertainty: How inflation, interest rates, and customer spending patterns affect growth and operations
2. Labor Shortage & Retention: Practical strategies to recruit, train, and retain top technicians while building a strong workplace culture
3. Marketing Strategy & Cost: Finding the balance between customer acquisition, brand building, and controlling expenses in a competitive landscape
4. Succession Planning: Preparing for long-term stability through leadership development, ownership transitions, and exit strategies

Attendees will gain actionable insights and have the opportunity to engage directly with the panel during a dedicated Q&A segment. This 90-minute session is designed for owners, managers, and decision-makers who want to better position their companies for success both today and in the years ahead.

**Learning Objectives:**

After this session, attendees will be able to:

- Analyze industry-wide challenges related to the economy and labor market, and identify how these issues directly affect their businesses
- Develop retention-focused workforce strategies to attract and keep skilled employees in a competitive environment
- Evaluate cost-effective marketing approaches to maximize return on investment and maintain customer growth
- Outline practical succession planning steps to ensure business continuity, leadership stability, and long-term value
- Engage with industry experts through Q&A to gain personalized insights and solutions for real-world challenges

**Session Code:** TU05

**Session Title:** America's Septic Disposal Crisis: A Roundtable Discussion on Challenges and Solutions

**Date:** 2/17/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Jason Birdsong, CEO & Founder, JT Services

**Description:**

Join us for an interactive, solutions-driven roundtable tackling one of the most overlooked environmental and infrastructure issues in the U.S.—the septic disposal crisis. Based on two years of research, teaching, and industry engagement, this session explores the growing strain on septic systems and disposal infrastructure across America.

Participants will dive deep into identifying the symptoms versus the root causes of the crisis, including outdated regulations, lack of disposal sites, rural development pressures, and environmental impacts. This open discussion invites professionals, regulators, and industry leaders to collaborate, share experiences, and brainstorm actionable solutions.

Whether you're a seasoned installer, policymaker, environmental advocate, or simply passionate about clean water and sustainable systems, this session will challenge your thinking and inspire change. Come ready to share, challenge assumptions, and contribute to shaping a more sustainable future for wastewater management in America.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the scope and impact of the disposal crisis
- Evaluate a state-by-state breakdown of challenges and bottlenecks
- Explore real-world solutions and innovative technologies
- Navigate regulatory constraints
- Conduct root-cause analysis vs. symptom-chasing
- Build collaboration between stakeholders

**Session Code:** TU06

**Session Title:** Women in Wastewater Panel: Profiles of Success and a Vision for the Future

**Date:** 2/17/2026

**Time:** 10:30AM - 12:00PM

**Speaker(s):** Roxanne Groover, Executive Director, Florida Onsite Wastewater Association; Megan Throckmorton, Owner/Operator, Megan's Septic Services LLC; Ashley Donnelly, Technical Training and Sales Development Manager, Infiltrator Water Technologies; Sara Heger, Instructor and Researcher, University of Minnesota

**Description:**

Join us for a panel discussion featuring women who have built thriving businesses and careers in the wastewater industry. Panelists will share their personal journeys in wastewater, how they overcame challenges to succeed, and where they see the industry going in the future. The conversation will also explore strategies for supporting the next generation of women in wastewater, creating pathways for continued growth and success.

**Learning Objectives:**

After this session, attendees will be able to:

- Gain valuable insights into the career trajectories and business development strategies employed by successful women entrepreneurs and leaders in the wastewater industry
- Discover practical approaches for overcoming gender-specific challenges and barriers to advancement within the traditionally male-dominated wastewater sector
- Explore emerging trends, opportunities, and actionable strategies for mentoring and creating supportive pathways that will empower the next generation of women professionals in wastewater

**Session Code:** TU07

**Session Title:** Making Every Minute Count: Strategies to Improve Our Time, Relationships, Business, and Success in the Wastewater Industry

**Date:** 2/17/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** William Duck, Water Quality Supervisor, Portage County Health District, Ravenna Ohio

**Description:**

"Making Every Minute Count" is an engaging and practical session focused on improving personal and professional success through effective time management, communication, leadership, organization, and planning. Using real-world examples and interactive insights, this presentation explores how modern challenges like technology overuse, screen time, and distractions impact productivity and human connection. Attendees will gain actionable strategies to enhance their work routines, lead with empathy, communicate more effectively, and organize with purpose. The goal is for all to make the most of every minute. Through real-world examples, actionable tips, and relatable stories, this session empowers attendees to take control of their time, build stronger teams, and create lasting impact.

**Learning Objectives:**

After this session, attendees will be able to:

- Apply practical insights into maximizing productivity and improving daily interactions through five essential focus areas:
- Technology – exploring how it can both support and hinder our efficiency and relationships

- Communication – enhancing how we share information with ourselves and others
- Leadership – emphasizing empathy and support for those in our care
- Organization – reinforcing the value of structure, where everything has a place
- Planning – encouraging thoughtful preparation, healthy boundaries, and smart procrastination

**Session Code:** TU08

**Session Title:** Game On: Boosting the Impact of Technician Training through Gamification

**Date:** 2/17/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** Danielle Wernert, Owner, Upskilled Consulting, LLC

**Description:**

In this interactive session, leaders will explore how gamifying technician training can boost engagement, retention, and skill mastery. Participants will step out of their comfort zones, experiencing hands-on games and activities designed to stimulate multiple senses for deeper learning. You'll walk away with 25+ practical examples of interactive games, as well as curated resources to enhance your training programs. Whether you're looking to energize your team or improve retention rates, this workshop will equip you with the tools to create dynamic, impactful training that sticks.

**Learning Objectives:**

After this session, attendees will be able to:

- Design and implement gamified training activities to increase technician engagement and retention across various learning styles
- Leverage multi-sensory techniques to enhance learning impact and improve long-term knowledge retention
- Capture your audience's attention in the first 60 seconds to set the tone for an engaging and impactful training session
- Foster a culture of active participation by encouraging team members to step out of their comfort zones and engage in hands-on learning

**Session Code:** TU09

**Session Title:** Improv that Works: Engage, Build, Innovate

**Date:** 2/17/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** Stevie Ray, Executive Director, Stevie Ray's Improv Company

**Description:**

How can a centuries-old art form help your organization engage employees, build teamwork, and create a culture of innovation? For decades, the techniques of improvisation, or “improv,” have helped organizations do just that. Improv is more than just funny; it is fun and valuable training. If you lead teams, interact with clients or customers, or face challenges that need innovative solutions, improv skills can take you to the next level.

As the Executive Director of Stevie Ray's Improv Company, one of the longest-running improv organizations in the United States, Stevie Ray is one of the most respected improv experts in the country. His hands-on, interactive session will leave your cheeks hurting from laughing, your mind buzzing from learning, and your spirit reinvigorated. Be forewarned, Stevie doesn't use PowerPoint or stand behind a podium, so get ready to get active while you learn.

**Learning Objectives:**

After this session, attendees will be able to:

- Describe how cognitive vs. whole-brain function affects communication and innovative thinking; and how improv exercises can be used in the workplace to engage whole-brain thinking to improve communication
- Discuss how negations affect trust in relationships; and how to use the classic improv technique of Yes, and... to mitigate stressful situations
- Apply simple improv techniques at work or at home—with others or alone—to maintain quick-thinking skills for on-the-spot situations
- Describe how gestures and visual cues keep listeners' attention and guide communication, as well as the type of body language that best connects with audiences

**Session Code:** TU10

**Session Title:** Professional Standards for Septic Inspections in Real Estate Transactions: Setting the Bar Before Legislation Does

**Date:** 2/17/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** Lee Rashkin, Founder, National Onsite

**Description:**

This presentation addresses the urgent need to standardize septic system inspections tied to real estate transactions—especially in states where no formal requirements currently exist. By outlining what a professional-grade inspection entails, this session equips contractors, inspectors, and real estate professionals with a roadmap that aligns with best practices, regardless of local legislation. We'll go over the nitty gritty of what a septic inspection should include—from tank condition and baffles to absorption area performance—highlighting often-missed details that significantly impact system integrity.

Using Massachusetts as a case study, where approximately 30,000–40,000 inspections occur annually, the presentation will underscore the missed opportunity of single-use data storage. By adopting standardized data collection and long-term storage practices, the industry can aggregate and analyze this

“treasure trove” of information to drive data-driven insights, improve system performance, and inform policy decisions. This approach ensures that the significant financial investment in inspections yields compounding benefits for regulators, industry professionals, and communities. The session also emphasizes how shared inspection knowledge fosters long-term industry improvement and transparency. Attendees will leave with a clearer understanding of how to raise the bar for inspections through proactive professionalism and consistency.

**Learning Objectives:**

After this session, attendees will be able to:

- Evaluate inspection trends and legislative insights, including:
  - A national overview of states currently mandating septic inspections and those considering similar laws
  - Massachusetts as an early adopter: Highlighting its role as one of the first states to implement real estate transaction inspections, providing a historical perspective on what works, what doesn't, and how practices have evolved
  - Reasons contractors and real estate professionals shouldn't wait for legislation to drive change nationwide
- Discuss comprehensive inspection breakdowns, including:
  - Critical inspection elements that form a professional standard, informed by national best practices
  - Real-world examples of inspection reports from different states and sites, illustrating the application of consistent, high-quality practices
  - Understanding pass/fail criteria, the inspector's role in delivering a point-in-time assessment versus predicting future system performance, and the importance of training to address diverse state regulations and ensure accurate, reliable reporting
  - Creating a national benchmark for septic system inspections before mandates take hold, drawing on key fields and priorities from established industry practices
- Evaluate community data and the “SepticFax” effect:
  - How shared documentation and reporting practices promote consistent field standards nationwide
  - Benefits to buyers, sellers, and service providers through transparent, accessible data
  - The role of emerging education opportunities in equipping professionals with the knowledge and skills to uphold high inspection standards and adapt to evolving industry demands
  - The power of crowdsourcing inspection report data from service providers to capture the scale of underutilized data, enabling data-driven decision-making and future progress

**Session Code:** TU11

**Session Title:** Smarter Equipment, Smarter Business: The Technology That Changes Everything for PROs

**Date:** 2/17/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** Jonah Chilton, CEO, ServiceCore; John Babcock, CEO, Satellite Industries

**Description:**

Portable sanitation is on the edge of a breakthrough—where equipment doesn't just get the job done, it delivers real-time insights from the field. In this session, we will discuss new sensor technology that gives operators actionable data to eliminate wasted trips, respond faster, and improve efficiency. Discover how this innovation will transform daily operations, boost ROI, and redefine the way PROs do business.

**Learning Objectives:**

After this session, attendees will be able to:

- Evaluate how sensor technology integration in portable sanitation equipment delivers actionable real-time data from field operations to improve service efficiency
- Analyze specific ways that data-driven insights can eliminate unnecessary service trips and enable faster response times to customer needs
- Develop strategies to implement these technological innovations to maximize return on investment and transform business practices

**Session Code:** TU12

**Session Title:** Nozzles: Physics of Step Cleaning and the Inherent Dangers During their Use

**Date:** 2/17/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** Rusty Nezat, Director, Nezat Training and Consulting Inc.

**Description:**

This session examines critical nozzle characteristics, including orifice types and their resulting water streams, and will discuss water stream deterioration as the water exits the nozzle and power diminishes. Attendees will gain valuable insights into how orifice angles impact nozzle functionality and performance across various applications. The session will also address crucial safety considerations, with particular emphasis on water velocity dynamics at entry and exit points that can affect operational safety. Participants will also learn about injuries resulting from nozzle body impacts and high-velocity water streams, providing essential knowledge for implementing improved safety protocols in practical applications.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss cases that illustrate proper and improper uses of high-pressure nozzles for a variety of applications
- Identify the best combination of orifice and nozzle use for several common applications
- Make informed choices regarding the safe use of nozzles and their supporting equipment

**Session Code:** TU13

**Session Title:** Making Room for Yourself at the Table: Finding Your Voice and Confidence

**Date:** 2/17/2026

**Time:** 1:00PM - 2:00PM

**Speaker(s):** Dawn Rohrs, VP & Education Coordinator, Cyclone Septics | That Septic Girl

**Description:**

It's easy to let strong personalities or long-standing traditions drown out your voice - particularly if you're new, different, or just not the loudest one in the room. Making Room for Yourself at the Table is built for people in the trades - especially women and underrepresented professionals - who are ready to step up, speak out, and take ownership of their space in the industry.

This course offers real, practical strategies for building confidence, being more assertive on the job, and leading with clarity - whether you're in the field, the office, or the meeting room. You'll learn how to advocate for yourself without stepping on toes, and how to bring value to every conversation, even when you're the only one like you at the table.

**Learning Objectives:**

After this session, attendees will be able to:

- Speak up with confidence in meetings, on job sites, or during customer interactions—even when you feel outnumbered or overlooked
- Use tools for setting boundaries and asserting your value without coming off as aggressive or confrontational
- Implement strategies for building respect and credibility in a male-dominated, experience-driven field
- Apply techniques to manage self-doubt and imposter syndrome so you can lead, contribute, and thrive with authenticity

**Session Code:** TU14

**Session Title:** Hit by a Truck Theory

**Date:** 2/17/2026

**Time:** 2:30PM - 3:30PM

**Speaker(s):** Kathy Nielsen, Owner, Operations Excellence/Chicken Lady Speaks

**Description:**

What happens if a team member gets “hit by a truck”? Do you have systems in place, or just one person holding it all together? In this session, Kathy Nielsen tackles the real risk many service companies face: relying too heavily on one or two key staff members without proper documentation, cross-training, or scalable systems. You'll learn how to build resilient, well-documented office operations that protect your company from disruption and set the stage for sustainable growth.

**Learning Objectives:**

After this session, attendees will be able to:

- Recognize the hidden vulnerabilities in your day-to-day office operations
- Identify key areas where process documentation and cross-training are critical
- Create systems that reduce dependency on any one person
- Implement simple strategies to future-proof your operations without adding overwhelm
- Leave with a game plan to start building a more resilient, scalable business today

**Session Code:** TU15

**Session Title:** WWETT Young Professionals Award Winners Panel: Opportunities for the Next Generation of Wastewater Pros

**Date:** 2/17/2026

**Time:** 2:30PM - 3:30PM

**Speaker(s):** Jonathan Kaiser, Project Manager, Infiltrator Water Technologies; Ben Irvin, Senior Technical Trainer & Product Specialist, Roto-Rooter Corporation; Tracy Flint, Senior Project Manager, C&L Water Solutions; Shelby Garrett, Owner, Operator, Installer, A&A Septic Grand County

**Description:**

Join us for an inspiring panel discussion featuring recipients of the 2025 WWETT Young Professionals Awards as they share their journeys in the wastewater industry. These recognized emerging leaders will discuss their career paths, highlighting some of the challenges they faced and the opportunities they seized to find success.

Attendees will gain valuable advice for early-career professionals looking to make their mark in wastewater, including training and education pathways, mentorship opportunities, and emerging specializations. Industry veterans will also benefit from fresh perspectives on effective recruitment strategies, mentorship approaches, and communication techniques to inspire the next generation of talent to pursue rewarding careers in wastewater.

Don't miss this unique opportunity to learn from the industry's most promising young talent who have already distinguished themselves through their achievements and contributions to the wastewater sector.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss career pathways and strategic approaches that have helped emerging leaders navigate and succeed in the wastewater industry
- Evaluate training pathways, mentorship opportunities, and specialized areas where new professionals can make significant contributions to wastewater management
- Implement effective recruitment and communication strategies to attract, engage, and retain the next generation of talented professionals in the wastewater sector

**Session Code:** TU16

**Session Title:** Equal Distribution: It's Time to Raise the Bar

**Date:** 2/17/2026

**Time:** 2:30PM - 3:30PM

**Speaker(s):** Larry Stephens, PE, President, Owner, Stephens Consulting Services, PC

**Description:**

Before 1980, any attempt at achieving equal distribution in the design of soil treatment systems was rare. It was also limited to the addition of a dosing tank that provided sufficient storage such that a leach field would receive no more than 3 or 4 large doses per day using a large pump or siphon in an attempt to completely flood the system and provide a few hours of rest between doses. Such designs were generally limited or required only on larger systems.

However, in the last 3 or 4 decades, we have learned that soil dispersal systems are more effective and last longer if we design systems with the goal of equal distribution. This presentation will discuss the benefits of equal distribution and the techniques used to achieve this goal. It will be suggested that it is time for our onsite industry to "UP OUR GAME" by putting into practice many of these design techniques.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain the benefits of applying treated wastewater effluent to soil using system designs that provide equal distribution over the entire onsite soil dispersal system
- Consider widespread use of the methods discussed to utilize the entire soil component of an onsite system from the day of installation throughout its life
- Evaluate real-world examples and reasons the techniques of equal distribution significantly extend the life of most soil dispersal systems

**Session Code:** TU17

**Session Title:** Sewer Camera Lateral Inspections: The Keys to Success

**Date:** 2/17/2026

**Time:** 2:30PM - 3:30PM

**Speaker(s):** Frank Taciak, Owner, C. A. Taciak & Sons

**Description:**

Sewer cameras that are used for laterals can make your company very successful. In this session, we will review the keys to that success, so that you don't waste time or money in our competitive marketplace. When using push sewer cameras, one needs to know the best approach from start to finish. Is it just a matter of pushing the camera into a pipe? Or, do we need to have a routine to make our inspections profitable for us and the homeowner? We will also discuss what type of reports we should be producing after our inspections are done (e.g., how do we describe the conditions of the pipe?). This session will provide attendees with new ideas for a successful camera inspection.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify steps to take before the inspection
- Describe the key components of your camera and locator
- Determine what should be included in the post-inspection report
- Take steps to make inspections profitable

**Session Code:** TU18

**Session Title:** The 2025 Portable Sanitation Benchmark Report

**Date:** 2/17/2026

**Time:** 2:30PM - 3:30PM

**Speaker(s):** Jonah Chilton, CEO, ServiceCore

**Description:**

See how your Portable Sanitation business stacks up to hundreds of operators across the country. In this session, we will do a deep dive into the findings of the 2025 Portable Sanitation Industry Benchmark report. Whether you're starting, owning, or running a portable restroom rental business, this session will give you clear targets and practical advice you can use today.

**Learning Objectives:**

After this session, attendees will be able to:

- Compare their portable restroom business to others by understanding what other operators are doing across the country

- Run their businesses more efficiently and profitably with insights from what's working (and what's not) for other operators
- Prepare for industry changes with the data findings presented

**Session Code:** TU19

**Session Title:** Evaluation and Comparison of Recycling Combination Sewer Cleaning Trucks

**Date:** 2/17/2026

**Time:** 2:30PM - 3:30PM

**Speaker(s):** Mike Ambroziak, Principal, AMKA Services; Barrett Brickner, Wastewater Superintendent, City of Mesa

**Description:**

With water conservation being top of mind in the water and wastewater industries, evaluating the use of potable water for cleaning gravity sewer collection pipelines is becoming a priority for municipal water/wastewater departments. Historically, combination sewer cleaning trucks fill their jetter supply water tanks at hydrants from the distribution system multiple times throughout the day to clean the sewer pipeline system. On a typical day of cleaning, a crew is using 10,000 to 15,000 gallons of potable water to clean pipes, which equates to approximately 3 million gallons of water for each truck per year. Additionally, filling the tanks throughout the day reduces the efficiency of a combination truck crew, having to set up and tear down the jetter and vacuum equipment multiple times at a single access hole when the cleaning is extensive.

Recycling combination sewer cleaning trucks filter the solids from the wastewater and recycle the water back through the jetter hose continuously, which reduces the amount of potable water needed for a truck by 80-90%. Currently, there are multiple combination sewer cleaning truck companies that manufacture recycling trucks that utilize different filtration methods to recycle the water for the jetting process. The City of Mesa Water Resources Department evaluated current available recycling technologies and expanded the collection system's ability to more efficiently clean their 16-inch and larger sewer pipelines. This presentation will compare multiple recycling combination sewer cleaning trucks that the City of Mesa rented to determine which was the most effective for the needs in their system. Data of water used by each truck, efficiency of the crews' workday, and effectiveness of pipeline cleaning will be provided.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the benefits of combination sewer cleaning trucks that recycle the water for jetting and cleaning purposes
- Provide objective data on the time, cost, and water savings that come with using a recycling combination sewer cleaning truck
- Discuss the safety benefits of using recycled water for sewer cleaning, including less driving to and from hydrants to fill up tanks, as well as reduced impact to water distribution systems being used for filling tanks to clean sewer lines
- Explain case studies of pipes that have been cleaned with traditional combination trucks vs. recycling combination trucks

**Session Code:** TU20

**Session Title:** Septic Strong: The Women’s Playbook for Leading & Thriving

**Date:** 2/17/2026

**Time:** 2:30PM - 3:30PM

**Speaker(s):** Kimberly Turner, Owner & CEO, Turner Septic; Tanya Wilson, Owner & CEO, HomeField Onsite Environmental

**Description:**

The septic and wastewater industry is evolving, and women are rising to the challenge. Across the country, more women are stepping into roles as technicians, business owners, and industry leaders. What’s needed now is space: space to connect, ask questions, share experiences, and grow together in an environment created just for them.

Septic Strong is a women-led session created to do just that. Tanya Wilson of HomeField and Kimberly Turner of Turner Septic will provide a rare opportunity to hear from two powerhouse leaders who have built thriving septic businesses from the ground up. Tanya brings a business and brand-building perspective, having scaled multiple companies and launched the nation’s first septic franchise. Kimberly brings boots-on-the-ground experience from working in the field while growing a 16,000+ social media following by making septic relatable and real.

We’ll kick off with 20 minutes of insight-packed education, where each speaker will share the “What I Wish I Would Have Known” moments and playbook takeaways from over 20 years of combined experience. Then, we’ll open the floor for real, candid conversation where no question is off-limits. This is a safe space to talk wins, struggles, strategy, and everything in between.

This session is about connection. It’s about growth. And it’s about building a strong, supportive community of women in wastewater.

This is more than a panel—it’s a movement.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain common challenges women face in the septic and wastewater industry and how to navigate them with confidence and clarity
- Discuss real-world strategies for building and growing a septic business—both from the field and the office
- Apply lessons learned from experienced female industry leaders to improve leadership, branding, team management, and visibility
- Implement mindset shifts and community-driven practices to foster personal growth, resilience, and long-term success in a male-dominated industry

**Session Code:** TU21

**Session Title:** Building Your Online Presence: Social Media, SEO and PR for the Trades

**Date:** 2/17/2026

**Time:** 4:00PM - 5:00PM

**Speaker(s):** Dawn Rohrs, VP & Education Coordinator, Cyclone Septics | That Septic Girl

**Description:**

In today's digital landscape, having a strong online presence is crucial for trade businesses looking to build credibility, attract new customers, and grow their brand. This presentation covers the fundamentals of building your social media, search engine optimization (SEO), and public relations (PR) strategies tailored specifically for the trades. Learn how to create engaging content, optimize your website for search rankings, and leverage press releases to boost visibility. Whether you're just starting out or looking to refine your digital strategy, this session will equip you with the tools and insights to establish a powerful and effective online presence.

**Learning Objectives:**

After this session, attendees will be able to:

- Choose the right platforms, create engaging content, and build a loyal audience to grow your trade business online
- Position yourself as an expert in your field through strategic content, PR, and industry engagement
- Determine when and how to write press releases that get noticed by media outlets and industry publications
- Master the key features of Google Business Profile to improve search rankings and attract more customers

**Session Code:** TU22

**Session Title:** The Perfect Pump Chamber

**Date:** 2/17/2026

**Time:** 4:00PM - 5:00PM

**Speaker(s):** Dennis Hallahan, Technical Director, Infiltrator Water Technologies

**Description:**

Pump Chambers/Pump Tanks play a significant role in our decentralized systems. Many designers simply cut and paste very old, typical details that do not contain all of the necessary information. This leaves the contractor to figure it out in the field and only install their typical/standard pump tank offering. This presentation will review the necessary elements of design and the components, along with operations, maintenance, and safety provisions for a pump chamber.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss an overview of the components and necessary design elements of pump chambers and pump tanks
- Describe the role of pump chambers and tanks in Decentralized Systems
- Implement proper operation and maintenance for pump chambers
- Adhere to necessary safety protocols

**Session Code:** TU23

**Session Title:** How to Win in Trenchless Today: Independent Trenchless Q&A Panel

**Date:** 2/17/2026

**Time:** 4:00PM - 5:00PM

**Speaker(s):** Steve Maszczak, CEO, Pinnacle Trenchless Consulting

**Description:**

This session brings together a panel of independent trenchless experts offering practical, field-tested advice on growing your trenchless business. Each panelist specializes in a key area—growth, insurance, marketing and hiring—and will share actionable insights in a discussion with live Q&A.

Whether you're just starting out or scaling fast, this is your chance to ask the questions you can't Google and hear how others are navigating similar challenges across residential, commercial, and municipal trenchless work.

**Learning Objectives:**

After this session, attendees will be able to:

- Develop a scalable growth approach using real-world tactics from successful trenchless contractors
- Discuss practical strategies for a safety program that reduces risk and reinforces a safety first culture in trenchless operations
- Identify effective marketing strategies for lead generation and brand positioning in trenchless services
- Discuss the key insurance considerations for trenchless operations and how to better protect your business
- Engage in open Q&A with experts across multiple business functions for personalized, situation-specific advice

**Session Code:** TU24

**Session Title:** Engineering Civilized Society: A Journey of Human History Through the Sewer, Part One

**Date:** 2/17/2026

**Time:** 4:00PM - 5:00PM

**Speaker(s):** Joe Schotthoefer, VP Operations, Doetsch Environmental Services

**Description:**

Sewers, even though out of sight and out of mind for most, are much more than just an engineering marvel—they're a testament to humanity's resilience, ingenuity, and drive to create a better world. In this session, we will celebrate the men and women who ventured beneath the surface to explore how this essential infrastructure has shaped the course of civilization. From ancient innovations to modern advancements, we'll uncover the stories of the people who envisioned, built and maintained these systems. These stewards are driven by necessity, an unwavering commitment to public health, and a deep resolve for their communities. This presentation celebrates the human spirit—our ability to solve problems, adapt to challenges, and work together to create a cleaner, healthier, and more sustainable planet. By connecting the technical achievements of sewer engineering to the lives it has touched and transformed, we honor the profound impact of this hidden conveyance system on the evolution of human history.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the origins of sewer conveyance and sanitation, looking through the lens of 4,000 years of history
- Explain the critical role of wastewater systems in shaping civilized societies, using examples of construction, innovative equipment, and the people behind them
- Apply lessons and human ingenuity from the past to inspire and guide future innovations in sustainability and infrastructure
- Develop a deeper appreciation of the complex web of engineering, operations, maintenance, public health, and community development within wastewater systems

**Session Code:** TU25

**Session Title:** How to Get the Most Out of Your Hydrovac

**Date:** 2/17/2026

**Time:** 4:00PM - 5:00PM

**Speaker(s):** Nick DeMagistris, Hydrovac Sales Manager, Transwest

**Description:**

In this session, we will dive into how companies can maximize their hydrovac equipment. We will touch on several key topics within the session to help lay a solid foundation to improve uptime, maintenance, and overall reliability of the truck they are running.

Areas that will be covered include:

- Setting up operators for success
- Morning pre-trips and walk arounds
- Checking fluid levels, hoses, seals, etc.
- Daily & weekly maintenance
- Filter & cyclone maintenance
- Dumping & clean outs
- Best practices for operators
- Post-shift walk arounds and inspections
- Scheduled maintenance & service intervals
- Recommended parts and consumables to have on hand
- Basic troubleshooting

**Learning Objectives:**

After this session, attendees will be able to:

- Set up operators for success through training and accountability
- Conduct pre- and post-shift walk arounds and inspections
- Implement proper maintenance and service schedules
- Identify the recommended parts and consumables to have on hand
- Conduct basic troubleshooting

**Session Code:** TU26

**Session Title:** Grease 4 Profit

**Date:** 2/17/2026

**Time:** 4:00PM - 5:00PM

**Speaker(s):** Biojoe Renwick, Co-Owner and Head Honcho, Green Energy Biofuel

**Description:**

In this in-depth session, we will teach you how to convert a "pump and dump" business model to a "pump for profit" business, and discuss the pro's and con's of system designs, including equipment and tools needed to run a successful business. We will even dive into wastewater and organic waste disposal that comes with this work. The goal is to help shortcut your trials and errors, and have you on the path to profits when you return home from the show.

**Learning Objectives:**

After this session, attendees will be able to:

- Choose the right truck, location, tanks, pumps, filtration and equipment needed to be successful
- Discuss the market that fats and oils can be sold into once recovered, as well as the nuts and bolts of starting a business
- Identify "homes" for grease waste

**Session Code:** TU27

**Session Title:** The Secret Weapon in Sales? Women.

**Date:** 2/17/2026

**Time:** 4:00PM - 5:00PM

**Speaker(s):** Sarah Seals, Sales, The Lavatory

**Description:**

Women have been overlooked in sales for far too long—not because they lack the ability, but because their greatest strengths have been misclassified as 'soft skills.' In reality, those skills—structure, clarity, connection—are the new gold standard. This session reveals why women aren't just good at sales. They're built for it.

With a mix of real-world stories, hands-on exercises, and audience interaction, Sarah Seals will deliver practical, empowering strategies that help women in sales step into their power and stay there. Whether you're new to the field or a seasoned pro, this session will help you create daily momentum, lead with presence, and make meaningful connections that turn into long-term growth.

Attendees will walk away with:

- A step-by-step action plan for structuring their sales habits
- Practical language for advocating and negotiating with authority
- Tools to turn every conversation into a connection—and every connection into business

**Learning Objectives:**

After this session, attendees will be able to:

- Build the Habits – Develop repeatable, sales-generating behaviors that create momentum and structure in your week
- Own the Room – Step into your voice, set boundaries, and lead with clarity in male-dominated or high-pressure spaces

- Sell Through Connection – Shift from pitching to partnering, and make meaningful first impressions and build trust that turns prospects into clients and clients into loyal advocates

**Session Code:** NAWT

**Session Title:** NAWT Vacuum Truck Technician Training Course

**Date:** 2/17/2026

**Time:** 8:00AM - 5:00PM

**Speaker(s):** Jeff Rachlin, VP & Education Coordinator, OnSite Management, Inc.

**Description:**

The Vacuum Truck Technician training course is targeted to those who own or operate a vacuum truck which is used to clean septic tanks, aerobic treatment units, holding tanks, or grease traps. It is designed specifically for owners and employees who may just be starting in business and need a solid base of information to work with to perform their daily tasks. At the same time, this one-day training provides a good refresher and overview even for experienced operators.

**Learning Objectives:**

After this workshop, attendees will be able to:

- Review components of a vacuum pump truck, drive, and control mechanisms
- Explain the science of vacuum and pressurization, and basic pump truck operation
- Discuss governmental regulations regarding pumping and disposing of liquid waste
- Discuss safety and emergency response, and manifest and reporting

**Session Code:** MKTG

**Session Title:** Dominate Your Local Market: A Hands-On Workshop for Local Business Success

**Date:** 2/17/2026

**Time:** 9:00AM - 12:30PM

**Speaker(s):** Suzan Chin-Taylor, MSc, CEO, Creative Raven

**Description:**

It's no longer enough to "just have a website." If your business isn't showing up in the top local search results, AI search engines, or worse, your competition is, you're leaving money on the table. This interactive 3-hour workshop is built specifically for local contractors, service pros, and business owners who are ready to stop guessing and start dominating their market.

In this roll-up-your-sleeves workshop, you'll work side-by-side with experts to implement the core elements of a winning local strategy, from choosing the right tools and tech stack, to optimizing your Google presence, AI authority, ad strategy, website performance, and more. You'll also learn about AI automation tools and how to select the right mix to achieve your goals.

Whether you're new to digital or looking to level up, you'll walk away with systems and tactics you can put to work immediately. Plus, you'll leave knowing how to spot wasted ad spend, measure performance, and pivot when something's not working so you're never in the dark about where your money is going or how to make it work harder for you.

Who This Workshop is For:

- Local business owners ready to scale and optimize their business
- Contractors who want to consistently win more jobs

- Anyone who's frustrated with being invisible on Google or AI search engines

This is not your typical marketing workshop. It's a tactical, hands-on bootcamp built for real business owners who want real results. Whether you plan to do it yourself or hire help, you'll leave empowered to make smart decisions, avoid costly missteps, and turn your local visibility into bottom-line growth.

Bonus:

Leave with checklists, tools and a Local Market Domination Action Plan

### **Learning Objectives:**

After this workshop, attendees will be able to:

- Build a powerful local marketing tech stack, including AI and automation as well as connect the tools that drive results
- Learn what it really takes to rank in Google's 3-Pack - no gimmicks, just proven tactics
- Use market and competitor data to make smarter business and marketing decisions
- Choose and optimize a CRM to track leads, follow-ups, and customer loyalty
- Stop wasting ad budget and understand Google Ads, LSAs, and key ROI metrics
- Audit your website for speed and UX to then optimize it to turn traffic into customers
- Turn every 5-star review into ranking power so you can boost local authority through smart outreach

**Session Code:** WE01

**Session Title:** Four Lead Generation Mistakes You Might Be Making in Your Business...and How to Fix Them!

**Date:** 2/18/2026

**Time:** 8:30AM - 9:30AM

**Speaker(s):** Angela Kiel, Strategic Partner Manager, BDR

### **Description:**

Are you leaving money on the table without even realizing it? Generating leads is the lifeblood of any home service business, but even the best companies unknowingly make critical mistakes that cost them potential customers. In this session, we'll break down four common lead generation pitfalls and, more importantly, how to correct them to maximize your marketing efforts.

From optimizing your website and marketing funnel to improving follow-up strategies and ad targeting, this session will help you fine-tune your approach to attract, convert, and retain more customers.

### **Learning Objectives:**

After this session, attendees will be able to:

- Identify the mistakes home service businesses make when trying to generate leads
- Discuss why these mistakes are costing you customers
- Outline one action item for each area to start generating more leads
- Review practical strategies to improve your lead flow and conversion rates

**Session Code:** WE02

**Session Title:** Preserving Casper's Critical Infrastructure: A Successful Large-Diameter Pipeline Trenchless Renewal Project

**Date:** 2/18/2026

**Time:** 8:30AM - 9:30AM

**Speaker(s):** Mark Wade, President, BlueWater Solutions Group, Inc.

**Description:**

This session presents an overview of the successful rehabilitation of a large-diameter wastewater interceptor sewer using trenchless CIPP relining technologies in Casper, WY. The project restored this critical component of the City's wastewater infrastructure system for an additional 100+ years.

The pipeline, known as the North Platte Sanitary Sewer Interceptor (NPSSI) represents a nine-mile conveyance system that was initially constructed in 1980. This unlined reinforced concrete pipeline was quickly deteriorating due to elevated levels of atmospheric H<sub>2</sub>S along its full alignment, causing serious deterioration of the NPSSI. The project team that studied, designed, and provided construction inspection services over a 3-year period included CEPI, BlueWater, and Jacobs. The contractor for this \$8.1M project was Aegion/Insituform out of Denver.

Construction of the most critical portions of the NPSSI began in mid-2022 and was completed in early 2023. It consisted of 7,600' of 48-54" pipe renewal, along with numerous deep-bury point repairs, junction structures, river siphons, and inlet/outlet structures. Despite record cold winter weather and numerous site challenges encountered, the project was completed on time and below budget. The case study of the Casper NPSSI presented in this session will demonstrate how the successful rehabilitation of a large-diameter wastewater interceptor within a stream-sensitive aquifer can be done using trenchless technologies in the best way possible.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss and apply best practices based on how the City of Casper met their goal of inspecting, assessing, and rehabilitating their 40-year old wastewater interceptor sewer with the following challenges:
- An aging and severely deteriorated (and unlined) reinforced concrete wastewater interceptor
- Developing a flexible specification that permitted optional technologies to meet a 50-year renewal plan
- Developing a unique plan to perform the construction-phase of the project under record-breaking and severe winter conditions
- Using pre-qualifications that resulted in a highly qualified and competitive bidder

**Session Code:** WE03

**Session Title:** Leveraging Advanced Locating Equipment to Map Underground Infrastructure

**Date:** 2/18/2026

**Time:** 8:30AM - 9:30AM

**Speaker(s):** Rodolfo Cabello, Product Marketing Manager, Utility Locating, Subsite

**Description:**

In today's intricate labyrinth of underground infrastructure, the quest for precision, efficiency, and safety has never been greater. As job requirements tighten, contractors find themselves navigating a maze where traditional methods often falter, challenged to deliver high-accuracy results amidst the complexities of buried utilities.

The integration of advanced utility locating equipment with user-friendly software simplifies the planning process, reducing the risk of errors and streamlining data collection. These tools ensure precise data collection and archiving for historical analysis. This data is critical, not only for current projects, but for future builds, enhancing safety and efficiency across the board.

This presentation will explore the pivotal role of advanced utility locating equipment in achieving centimeter-grade accuracy and mapping-ready data. Attendees will learn more about the benefits and applications of advanced locators and how they are reshaping the landscape of digital mapping and precision in construction. They will also learn more about the tools available for digital documentation, offering a seamless transition from pre-drilling planning to post-drill reporting. This digital evolution enables contractors to avoid costly cross-bores, optimize equipment performance, and bid for jobs with a clear understanding of project-specific risks and challenges.

As regulations tighten, digital documentation and precise utility locating are no longer optional, but a legal necessity, making advanced locating equipment and software solutions an essential asset in the contractor's toolkit.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain how advanced utility locating systems enhance productivity, safety, and compliance by providing precise data and overcoming interference in challenging environments
- Discuss the advantages of digital documentation in the underground utility sector to streamline data capture, mapping, and sharing to reduce errors and improve efficiency
- Apply knowledge of digital documentation to meet compliance and regulatory requirements, understanding its emerging necessity in the industry
- Implement integrated technologies for seamless data management across projects, preventing data silos and facilitating efficient data sharing to improve overall project outcomes

**Session Code:** WE04

**Session Title:** Troubleshooting Septic Systems and Standard Practice for New Installations

**Date:** 2/18/2026

**Time:** 8:30AM - 9:30AM

**Speaker(s):** Travis Gemmell, Owner, Walnut Grove Excavating

**Description:**

Over the past 9 years, we've had the privilege of working with a wide range of septic tank and drainfield issues. Through countless site visits and customer interactions, we've developed a proven process for identifying and resolving septic system problems efficiently and effectively.

In this session, we're going to walk through the troubleshooting steps we take—from that initial phone call to the actual repair. Our goal is to make sure we fully understand the root cause of the issue before considering a system replacement. We believe in taking a thorough, thoughtful approach to avoid unnecessary installations, saving both time and money while ensuring the system is functioning at its best.

By the end of this session, you'll have a better understanding of how to approach septic system issues methodically, and hopefully, you'll walk away with some valuable insights and strategies that you can implement in your own work. Let's dive in and start troubleshooting!

**Learning Objectives:**

After this session, attendees will be able to:

- Identify common septic tank and drainfield issues and how to detect them early in the troubleshooting process
- Discuss a structured approach to troubleshooting, from the initial customer call to site visits and repairs
- Master key diagnostic tools and techniques to evaluate septic system conditions and identify root causes
- Develop effective communication strategies with customers to ensure clarity and transparency throughout the process
- Identify when repairs are needed versus system replacement, and how to make cost-effective decisions
- Apply industry best practices for troubleshooting and repair to maintain system integrity and efficiency
- Review real-world case studies to see how challenges were addressed using our troubleshooting approach
- Create standard practices to prevent issues with septic systems in the future

**Session Code:** WE05

**Session Title:** The Big Hole in Confined Space Training: Gas Monitor Training

**Date:** 2/18/2026

**Time:** 8:30AM - 9:30AM

**Speaker(s):** Jason Call, President, TINOSI, Inc.

**Description:**

There's a "Big Hole" in OSHA Confined Space Training. It's Gas Monitor Training!

OSHA CS training leaves workers only partially equipped, gives employers a false sense of security, and leaves 1910.146(h)(2) unsatisfied. Gas monitor brands differ from each other, like driving stick vs. automatic. It is absolutely necessary for workers to understand the varied buttons, alarm settings, lights and sounds, sensors, pump speeds, etc., in order to know what to do and what not to do when facing the very real dangers of confined spaces and gases.

In this session, we'll discuss:

- What stops OSHA Confined Space Entry Training from including gas monitor training
- Why manufacturers and distributors do not provide gas monitor training, and how you can fill the gap
- An overview of Gas Monitor Competence Training
- How Gas Monitor Competence Training completes Confined Space Entry training
- How Gas Monitor Competence Training differs among gas monitor brands
- How training practices differ among manufacturers, distributors, government, and users
- Regulatory proposals to ensure complete training for confined space workers

**Learning Objectives:**

After this session attendees will be able to:

- Identify options for workers to become knowledgeable, confident, and safe with their gas monitors
- Describe what prevents OSHA, manufacturers, and distributors from providing gas detector training
- Articulate why Gas Monitor Competence Training is the difference between "compliant" and "safe" for your confined space program

**Session Code:** WE06

**Session Title:** From Crisis to Compliance: Achieving Operational Excellence in Industrial Wastewater Management

**Date:** 2/18/2026

**Time:** 8:30AM - 9:30AM

**Speaker(s):** John Brenan, Principal, Solution Group; Mike Silver, VP of Operations, Solution Group

**Description:**

This session will delve into the specific challenges faced by a dairy production facility in Arizona, including severe non-compliance issues with total suspended solids and oxygen demand, strained relationships with the local municipality, and exorbitant off-site hauling costs. Attendees will learn the tangible steps and best practices that were implemented to not only achieve and sustain zero NOVs (notices of violation), but also realize significant cost savings (over \$3 million annually) and foster a collaborative relationship with the city. This case study and discussion will offer valuable insights for facility managers and wastewater professionals facing similar operational and compliance challenges.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain the key strategies for establishing effective communication and a strong partnership between wastewater service providers and industrial clients
- Discuss the critical elements of leadership, on-site management and comprehensive employee training programs that contribute to improved wastewater treatment outcomes, safety and regulatory compliance
- Apply the principles of data-driven operations to optimize wastewater treatment processes and cost-effectiveness, and identify opportunities for overcoming complex operational and compliance hurdles
- Implement a customer-centric approach in wastewater management to foster collaboration, achieve shared goals, and drive successful resolutions to challenging situations

**Session Code:** WE07

**Session Title:** Breaking Down the Books: P&L and Balance Sheet Essentials

**Date:** 2/18/2026

**Time:** 10:00AM - 11:00AM

**Speaker(s):** Kasey Stanley, Lead Accounting Coach, BDR

**Description:**

Are your financial reports helping you run your business, or just collecting dust? Gain clarity and confidence in your numbers with this session designed to demystify two essential financial statements: the Profit & Loss and the Balance Sheet. We'll walk through what each statement tells you about your business and how to use them to make smarter decisions. From understanding revenue and expenses to evaluating overall financial health, this session will give you the tools to better manage and grow your company. You'll also walk away with practical tips for improving how you track and report your financial data.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss two critical business financial statements: the Profit & Loss and the Balance Sheet
- Identify key elements of the Profit & Loss and how it can be used to help improve business performance
- Identify key elements of the Balance Sheet and how it can be used to evaluate the health of your business
- Implement best practices for financial statements and reporting

**Session Code:** WE08

**Session Title:** NASSCO PACP: How Can Your Municipality or Business Benefit?

**Date:** 2/18/2026

**Time:** 10:00AM - 11:00AM

**Speaker(s):** Nick Spano, President, Essential Equipment; Jerry Weimer, Owner, Jerry Weimer Consulting

**Description:**

This session is an introduction to Pipeline Assessment Certification Program (PACP), Lateral Assessment Certification Program (LACP) and Manhole Assessment Certification Program (MACP) for any person, regardless of experience or education. We will discuss how the PACP defect coding system can be used to ensure a more efficient use of tax dollars, helping municipalities shift from reactive repairs to proactive maintenance. We will also cover how contractors and engineers can use PACP to comply with contract specifications.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the benefits of implementation
- Explain how PACP leads to more efficient use of tax dollars for rehabilitation
- Discuss how PACP transforms visual information into quantifiable data to make smarter rehabilitation decisions
- Describe basic coding and the structure of codes

**Session Code:** WE09

**Session Title:** Factors of Safety: In the Field and in Design

**Date:** 2/18/2026

**Time:** 10:00AM - 11:00AM

**Speaker(s):** Ashley Donnelly, Technical Training and Sales Development Manager, Infiltrator Water Technologies; Jonathan Kaiser, Project Manager, Infiltrator Water Technologies; Justin Jobin, Senior Regulatory Specialist, Infiltrator Water Technologies

**Description:**

Decentralized wastewater treatment systems are designed with layers of safety factors that contribute to their long-term sustainability and resilience. These safety measures include assumptions in hydraulic flow calculations, effluent loading rates, and soil infiltration capacity, ensuring that systems perform effectively even under variable conditions. Additional safety factors, such as buoyancy control measures, horizontal setbacks, and stringent effluent quality standards, further enhance the protection of public health and environmental resources. Together, these design elements result in onsite systems that are both robust and adaptable, making them a reliable solution for long-term wastewater management. By recognizing and leveraging these factors of safety, decentralized wastewater treatment systems emerge as a sustainable, resilient solution for long-term wastewater management. Ongoing operation and maintenance (O&M) practices can further extend system performance and compliance with environmental regulations. As communities seek sustainable infrastructure solutions, understanding the built-in protections of onsite systems highlights their role in protecting water resources, promoting resilience, and reducing the vulnerabilities associated with centralized wastewater systems.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss safety factors embedded in onsite wastewater treatment system designs

- Apply knowledge of these safety factors to ensure robust plans
- Explain advantages of onsite wastewater treatment systems

**Session Code:** WE10

**Session Title:** Essential PPE for Safe Plumbing and Pipe Repair Practices

**Date:** 2/18/2026

**Time:** 10:00AM - 11:00AM

**Speaker(s):** Dennis Pivin, Director Health, Safety and Environmental, NASSCO

**Description:**

Ensure your employees safety in the plumbing and pipe repair businesses with this essential session on Personal Protective Equipment (PPE). This course will guide you through the critical PPE required for various plumbing tasks including: Head Protection, Eye Protection, Safety Vests, Hand Protection, Respiratory Protection and Foot Protection.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify and properly wear essential personal protective equipment (PPE) necessary for ensuring safety during plumbing and pipe repair operations
- Experience the fit and limitations that workers may experience when wearing PPE through hands-on opportunities to try on various levels of PPE
- Walk away with samples of some PPE commonly used in plumbing and pipe repair

**Session Code:** WE11

**Session Title:** Artificial Intelligence in Sewer Infrastructure: A New Standard for Condition Assessment

**Date:** 2/18/2026

**Time:** 10:00AM - 11:00AM

**Speaker(s):** Jax Vollmer, AI Services Manager, ITpipes

**Description:**

As municipalities face increasing challenges from aging infrastructure, constrained budgets, and increasing regulatory pressures, the demand for smarter, more efficient approaches to sewer system management has never been greater. This presentation explores how artificial intelligence (AI), when integrated into sewer condition assessment workflows, offers a transformative opportunity to optimize operations. Attendees will gain insight into how AI enhances accuracy, reduces subjectivity, and accelerates decision-making in pipeline inspections. By automating defect recognition and integrating data with asset management systems, utilities can shift from reactive to proactive strategies—maximizing resources and improving public service delivery. Real-world examples will illustrate the impact of AI in streamlining workflows and improving outcomes, while also highlighting the value of human-AI collaboration, cloud-based operations, and decision-support tools in modern infrastructure management.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss how AI and machine learning can streamline sewer condition assessments by automating defect recognition and reducing review time, while maintaining the need for human oversight
- Identify key workflow improvements made possible by AI integration, including faster processing, consistent data coding, and enhanced reporting capabilities that drive rehabilitation planning

- Recognize the practical value of AI through real-world examples, demonstrating how municipalities can improve efficiency and effectiveness in sewer inspection and management
- Incorporate AI tools within existing systems to enhance data quality, support asset management goals, and plan for long-term capital improvements

**Session Code:** WE12

**Session Title:** Breaking Ground: Fundamentals of Hydro Excavation

**Date:** 2/18/2026

**Time:** 10:00AM - 11:00AM

**Speaker(s):** Kristy Black, Owner/Founder, Black Hydrovac LLC; Michelle Wynne, Ontario Hydrovac Sales, Summit Truck Equipment Canada

**Description:**

Vacuum excavation (hydro excavation) is rapidly becoming an essential practice for safe, precise, and efficient digging. But what exactly is it, and why should you consider adding it to your existing operations?

Join Kristy Black, owner of Black Hydrovac, and Michelle Wynne, sales representative at Summit Truck Equipment and former operator, as they break down the basics of vacuum excavation in simple, practical terms. You'll learn how pressurized water and powerful vacuum systems combine to excavate soil without damaging underground utilities.

Discover why hydro excavation consistently outperforms traditional digging methods—reducing risks, avoiding costly utility strikes, and maintaining compliance with ever-tightening safety regulations. You'll gain clear insight into essential hydrovac processes, such as potholing (daylighting), precision excavation, and directional drill support.

This session will also briefly explore the evolution of hydro excavation technology, highlighting key advancements that have shaped today's safer, more efficient equipment. You'll leave understanding how vacuum excavation can fit seamlessly into your operation, whether through equipment purchase, rental, or subcontracting.

Designed specifically for contractors, municipal representatives, and wastewater professionals curious about incorporating hydro excavation, this presentation promises actionable insights and practical guidance to help you dig smarter, safer, and more effectively.

Bring your questions for an interactive Q&A session and learn how vacuum excavation could become your new competitive advantage.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain how vacuum excavation works, including the basic mechanics and equipment involved
- Discuss the advantages of hydro excavation over traditional digging methods, particularly for utility locating and damage prevention
- Describe key applications of hydrovac in construction and infrastructure projects, including potholing/daylighting
- Understand the history and future of the hydrovac industry

**Session Code:** WE13

**Session Title:** Business Domination: The Proven Path to More Money, Less Stress and a Business You Love Again

**Date:** 2/18/2026

**Time:** 11:30AM - 12:30PM

**Speaker(s):** Mike Agugliaro, Owner, FuDogGroup

**Description:**

Tired of feeling trapped in your own business? In this fast-paced, no-fluff session, Mike Agugliaro—who built and sold a \$32 million service company and has coached 1,000+ others to scale—will show you how to escape the grind and finally dominate your market.

You'll discover:

- The exact blueprint to scale your service business without burning out
- How to identify and fix the “profit leaks” draining your time and money
- Systems that let you lead instead of manage every detail
- Why most service business owners stay stuck—and how to break through
- What it really takes to build a business that gives you freedom, not stress

Whether you're an owner, GM, or decision-maker, you'll walk away with tools you can use immediately to get more control, more income, and more life back—starting now.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify and fix key bottlenecks that are limiting profit and growth in their service business
- Apply proven systems and processes to reduce owner dependency and increase operational efficiency
- Implement strategies to increase revenue while lowering stress and team burnout
- Design a scalable business model that supports both personal freedom and long-term wealth

**Session Code:** WE14

**Session Title:** Intelligent Public Works Management: Naperville's Transformation of Condition Assessment

**Date:** 2/18/2026

**Time:** 11:30AM - 12:30PM

**Speaker(s):** Tony Conn Sr., Deputy Director Water Utility, City of Naperville, IL; Joe Purtell, Managing Director - Software Division, CUES

**Description:**

The City of Naperville, IL, faced a familiar challenge: making informed infrastructure decisions without the depth and quality of data needed from traditional inspection standards. By rethinking how they capture and apply data, the City implemented a more intelligent, flexible, and integrated solution that empowers field staff and engineers to make smarter, defensible decisions about their water and wastewater systems.

In this session, you'll learn how Naperville built a better approach to condition assessment by deploying custom web forms and GIS integration to gather data that goes beyond the industry status quo. Discover how AI-assisted defect recognition and cloud-based data exchange can enhance inspection consistency, reduce time spent in the field, and dramatically improve planning accuracy.

We'll explore how encrypted, cloud-to-cloud workflows are streamlining data collection and syncing inspection results directly into the City's asset management system—giving planners near real-time access to the insights they need. You'll also see how automated logic helps identify at-risk pipelines and recommends targeted repair strategies.

Finally, we'll highlight how customized task categories and spatial queries are driving smarter capital planning—providing a defensible framework to prioritize repairs, track material and method use, and streamline the bid process for external contractors.

This is not just about capturing more data—it's about capturing the right data and turning it into action.

### **Learning Objectives:**

After this session, attendees will be able to:

- Discuss how Naperville leveraged custom web forms and GIS to modernize condition assessments and move beyond traditional inspection limitations
- Explore how AI-assisted defect recognition and cloud-based data workflows increase inspection consistency and accelerate decision-making
- Explain how encrypted, cloud-to-cloud integration improves data access, enabling near real-time updates in asset management systems
- Discover how automated logic and spatial analysis tools support targeted repairs and strategic capital planning

**Session Code:** WE15

**Session Title:** Let's Make a Dirty Movie! Embracing Video to Train Wastewater Professionals

**Date:** 2/18/2026

**Time:** 11:30AM - 12:30PM

**Speaker(s):** Joseph Blackman, Founder, Vitendo Training Solutions

### **Description:**

In an industry where things get gritty—literally—why are we still training the next generation with outdated PDFs and paper manuals? It's time to roll camera and embrace video as the modern Standard Operating Procedure (SOP). In this engaging session, we'll explore how wastewater professionals can capture the power of visual storytelling to educate new operators, document tribal knowledge, and standardize procedures across teams. Learn how to create quick, effective training videos in the field—even in the dirtiest conditions. From low-cost gear to content strategy, this session will walk you through the practical tools and techniques to produce your own “dirty movie” and transform how your team learns.

### **Learning Objectives:**

After this session, attendees will be able to:

- Discuss the benefits of using video-based SOPs over traditional written documents in wastewater training and knowledge retention
- Identify the essential tools and workflows needed to create effective, low-cost training videos in the field—even in challenging or dirty environments
- Develop a framework for planning, filming, and sharing educational video content that engages new operators and preserves institutional knowledge

**Session Code:** WE16

**Session Title:** Are Your Mechanics Safe? Combination Machine Safety

**Date:** 2/18/2026

**Time:** 11:30AM - 12:30PM

**Speaker(s):** Jerry Hatfield, President/Owner, The Hatfield Edge

**Description:**

This training session is designed to provide participants with the knowledge and practical applications necessary for mechanics and maintenance techs to operate and maintain combination sewer cleaning machines safely. We will look at those “cringe-worthy” actions by operators and mechanics that create huge safety risks, and how to prevent them. Mechanics, service technicians and coworkers will gain knowledge of the inherent safety issues involved with repairing and maintaining the combination sewer cleaners, and will discover ways to avoid and prevent injuries when performing such repairs.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the inherent safety hazards associated with diagnosing, repairing, maintaining and testing combination sewer cleaning machines
- Identify and avoid common high-risk operational behaviors that compromise safety when working with combination sewer cleaning machines
- Apply proper safety protocols and preventative measures to avoid injuries when performing maintenance and repairs on combination sewer cleaning equipment

**Session Code:** WE17

**Session Title:** Sales Training for the Drain Cleaning Professional

**Date:** 2/18/2026

**Time:** 11:30AM - 12:30PM

**Speaker(s):** David Dunbar, Customer Success Specialist, General Pipe Cleaners

**Description:**

Drawing on forty years of experience in sales and sales management, David will lead participants through a practical, results-driven training session specifically designed for the drain cleaning, pipe replacement, and relining industries. He will focus on both sales techniques and attitude/lifestyle choices that avoid the most common pitfalls and ensure success.

**Learning Objectives:**

After this session, attendees will be able to:

- Convince customers that they are the right person for the job
- Identify fundamental sales techniques, specific to the drain cleaning industry
- Explain the difference between features, advantages, and benefits
- Convincingly frame benefits to the customer
- Practice effective listening skills and how to restate an objection
- Implement strategies to close the sale
- Link career goals to daily objectives
- Transform challenges into opportunities for growth

**Session Code:** WE18

**Session Title:** How Five Trenchless Rehab Projects Saved Failing Large Diameter Combined Sewer Structures in Albany, NY

**Date:** 2/18/2026

**Time:** 11:30AM - 12:30PM

**Speaker(s):** Keith Walker, Technical Product Manager, Waterline Renewal Technologies

**Description:**

Albany Department of Water & Water Supply maintains a combined sewer system containing many major components well over a century old. The Albany Water Board contracted a thirdparty inspection and assessment of approximately 2,600 LF of sewer within the Beaver Creek Combined Sewer District, a network that provides sanitary sewer and storm drainage for more than five square miles. Many sections of large diameter brick sewers were found to be failing, including longitudinal fractures at pipe crowns running continuously along entire sewer sections with bricks starting to fall out, indicating severe risk of failure and collapse. Stabilization and rehabilitation of these aging, failing structures was successfully completed with a centrifugally cast concrete pipe (CCCP) system, spincasting a fine aggregate composite concrete (FACC). Road closures and disruption to residents and businesses, including a hospital, were minimal. Work was completed on schedule, including the emergency change order, despite an unusually stormy season. The cost-effectiveness and quality of the repair was a huge success for Albany and is expected to add 50-75 years to the lifespan of these sewers. This session will cover the details of this successful rehabilitation project and will provide attendees with a model for similar urban sewer system renovations.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain how Albany's aging combined sewer system was assessed and rehabilitated using innovative centrifugally cast concrete pipe (CCCP) technology to address critical infrastructure failures
- Discuss the benefits of fine aggregate composite concrete (FACC) spincasting as a cost-effective solution for stabilizing deteriorating brick sewers while minimizing community disruption
- Discover how this rehabilitation project successfully extended the infrastructure's lifespan by 50-75 years despite challenging weather conditions and emergency modifications, providing a model for similar urban sewer system renovations

**Session Code:** WE19

**Session Title:** Mastering the “Pricing Showdown”

**Date:** 2/18/2026

**Time:** 1:30PM - 2:30PM

**Speaker(s):** Danielle Putnam, CEO, The New Flat Rate

**Description:**

The pricing battle in today's service industry is wilder than the Wild West. Between rising material costs, competitive undercutting, and customers shopping around, setting your prices can feel like a high-stakes showdown. But here's the good news—you don't have to walk into that fight unarmed!

With the right strategies, your pricing model can become your biggest profit-driving weapon. In this session, you'll learn how to take the guesswork out of pricing, create models that grow with your business, and design service menus that boost average tickets without relying on high-pressure sales. Saddle up—it's time to outsmart the competition and win the revenue game.

**Learning Objectives:**

After this session, attendees will be able to:

- Identify signs that your current pricing may be costing you money
- Apply simple methods to check, test, and adjust service prices for profitability
- Design recurring pricing models (memberships, maintenance plans, flat rate menus) that increase cash flow and customer loyalty
- Implement strategies to raise average service tickets and per-job revenue without adding stress to your teams

**Session Code:** WE20

**Session Title:** Operating an EPA Compliant Fats, Oils, & Grease Program

**Date:** 2/18/2026

**Time:** 1:30PM - 2:30PM

**Speaker(s):** Sam Mcleod, Co-Founder & VP, BMP Compliance Group

**Description:**

This presentation will guide attendees through the process of creating a municipal FOG (Fats, Oils, & Grease) program from start to finish. We will first review why municipal FOG programs exist in the first place and discuss the benefits of operating a thorough program, as well as the downside to not having a FOG program in place. We will then go through the entire step-by-step process and will create an actual mock municipal FOG program (small scale) with the audience. This will include the following steps:

- Enacting/Adopting/Creating a FOG Ordinance
- Profiling Stakeholders (Waste Haulers, Facilities, Grease Separation Devices)
- Cleaning Record Submission & Storage
- FOG Inspections
- Sewer Overflow & Environmental Reporting Protocols
- Engaging FOG Generating Facilities
- Data Reports & Progress Measurements
- Typical Daily FOG Program Tasks

We will be creating and reviewing actual examples of all of the above steps while building a mock municipal FOG program. By the end of the presentation, we will look back at the program we have created as a whole and review how it operates.

**Learning Objectives:**

After this session, attendees will be able to:

- Streamline the process of profiling waste haulers, facilities, and grease separation devices to improve inspections, insight and reporting
- Implement new techniques to garner stakeholder buy-in from facilities and waste haulers in their jurisdiction in order to improve FOG program efficiency
- Identify what to look out for when performing a thorough FOG inspection

**Session Code:** WE21

**Session Title:** Sampling Onsite Systems and Understanding Lab Reports

**Date:** 2/18/2026

**Time:** 1:30PM - 2:30PM

**Speaker(s):** Sheryl Ervin, P.G., Senior Regulatory Specialist, Infiltrator Water Technologies, LLC; Kevin Sherman, P.E., Ph.D., Director of Engineering and Regulatory Affairs, SeptiTech, Inc.

**Description:**

Decentralized operations and maintenance personnel are increasingly taking on system sampling responsibilities, whether it be required by rule or as an important tool for determining the overall health of the system. Understanding proper sample collection, handling, transporting, and record-keeping are essential skills to ensure sample integrity and meaningful analytical results.

In this session, we will explore how seemingly minor collection errors can invalidate results and will provide practical solutions to common sampling challenges. Attendees will also gain insights into environmental laboratory operations and develop the ability to interpret complex analytical reports.

Whether you're collecting samples to meet regulatory requirements, assess system health, or troubleshoot malfunctioning onsite wastewater treatment systems, this session will help you understand proper sampling procedures and protocols.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the various reasons for collecting onsite wastewater samples
- Demonstrate proper sample collection, handling, and transportation techniques to maintain sample integrity and ensure representative results from decentralized systems
- Identify and avoid common sampling errors that can invalidate analytical results or compromise data quality
- Interpret laboratory analytical reports

**Session Code:** WE22

**Session Title:** Sump, Sewage and Effluent Pump Sizing

**Date:** 2/18/2026

**Time:** 1:30PM - 2:30PM

**Speaker(s):** Will Parker, Central Regional Sales Manager, Liberty Pumps

**Description:**

This session will provide an overview of wastewater pump applications and the components of pumping systems. It will also include a live demo of pump curve creation and pump sizing examples.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain the different categories of wastewater pumps and which applications they are best suited for
- Gain a better understanding of a pump curve via a live pump demo
- Break down the components of pump systems and how they all work together to create a well-designed system
- Explain what information is needed to design a system and how to make a proper pump selection

**Session Code:** WE23

**Session Title:** Styrene: Health Impacts and Regulatory Developments

**Date:** 2/18/2026

**Time:** 1:30PM - 2:30PM

**Speaker(s):** Dennis Pivin, Director Health, Safety and Environmental, NASSCO

**Description:**

This session will review current studies and updates from NASSCO and NIOSH (National Institute of Occupational Safety and Health) regarding styrene used in the Cured In Place (CIPP) industry. The presentation will cover both air and water emissions, in addition to recent toxicology reports on the topic.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss what current scientific data indicates in terms of safety for CIPP professionals who are working with styrene-containing products
- Explain scientific research regarding any potential effects of styrene on the body
- Follow current guidelines and recommendations for protecting the health and safety of CIPP workers

**Session Code:** WE24

**Session Title:** Setting Public Policy vs. Reacting to Public Policy: Should We Lead or Follow in the CIPP Industry?

**Date:** 2/18/2026

**Time:** 1:30PM - 2:30PM

**Speaker(s):** Erik Ulvog, Owner, Sewer Ninjas

**Description:**

This session will provide a candid analysis of the regulatory environment that exists in certain states and communities in America, compared with the unregulated states and communities. Should the local CIPP companies begin to influence, encourage, and set up the regulatory environment? Or, should local installers wait on government agencies to determine product, methods and procedures? Pros and cons of both positions will be explored.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the impact of public policy on the growth and regulation of the CIPP industry, and how it shapes operational and business decisions
- Develop a strategic mindset to help determine when to lead, when to follow, and how to align business goals with evolving regulatory landscapes

**Session Code:** WE25

**Session Title:** Buck the Traditional and Jump into the Cloud: Modern Monitoring Solutions (like Cloud-based SCADA) are the Future

**Date:** 2/18/2026

**Time:** 1:30PM - 2:30PM

**Speaker(s):** Kevin Stock, CEO, STREAMETRIC

**Description:**

In this session, utility leaders will learn about the capabilities of modern monitoring solutions. We will cover the value of data related to advanced analytics, the positive impact of AI, and preventive maintenance. Based on use cases and case studies, this presentation will give examples on the ease of implementation and cost effectiveness.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss how cloud-based monitoring solutions can address staffing and resource limitations in small utilities
- Explore the role of real-time data, predictive analytics, and AI in preventive maintenance and system reliability
- Identify practical strategies for implementing modern SCADA systems to improve infrastructure performance and planning

**Session Code:** WE26

**Session Title:** Accelerating Business Growth in Pipe Lining

**Date:** 2/18/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** John Billone, Principal, NuFlow Services of Upstate NY; JC Billone, Director, Sales and Business Development, NuFlow Services of Upstate NY

**Description:**

Scalable business growth doesn't happen by chance - it's the result of intentional planning, strong systems, and a clear understanding of your company's assets and constraints. This session will explore how small to mid-size pipe lining businesses can identify the core drivers of their success, eliminate bottlenecks, and implement sustainable strategies for long-term growth. Attendees will walk away with a practical framework to evaluate their company's readiness for expansion, strengthen operational processes, and leverage technology and talent more effectively. Whether you're struggling with lead generation, SOPs, or team alignment, this session will provide actionable insights to accelerate your business forward.

**Learning Objectives:**

After this session, attendees will be able to:

- Apply a growth framework to assess their company's current state and readiness for expansion
- Leverage technology and SOPs to build scalable systems and streamline internal operations
- Evaluate internal resources - including people, capabilities, and tools - to make strategic decisions on growth priorities
- Implement practical strategies to increase team ownership, improve alignment, and build long-term customer relationships

**Session Code:** WE27

**Session Title:** Flexible Fabric Reinforced Plastic Pipe (FFRPP): The Best Option for Pressure Pipe Rehabilitation

**Date:** 2/18/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Chris MacDonald, President/CEO, CPM Pipelines

**Description:**

Municipal pipeline rehabilitation using a liner system generally offers significantly greater value compared to a total replacement. It is typically much less expensive, requires less permitting, causes minimal disruption to the community, and takes less time to complete. It can extend the life of existing infrastructure while still maintaining functionality, making it a more cost-effective option for most situations where the pipeline is not severely damaged.

For pressure pipelines, Close-Fit FFRPP liner systems are becoming the most used option by many utilities. While gravity pipes typically require Class IV structural liners due to their rehabilitation being triggered by structural failure or collapse risk, pressure pipes generally retain their structural capacity and only require restoration of pressure containment. In this context, a Class III liner, when paired with a structurally sound pressure pipe, forms a Class IV structural system, with the liner restoring internal pressure integrity and the host pipe continuing to carry external loads.

Several successful projects have been carried out using FFRPP liner, ranging in size from 75 feet to 9900 feet, and from 6 inch pipe to 30 inch pipe. This presentation will describe the analysis utilities have used to select the FFRPP solution and the process for pipe inspection and rehabilitation. The cost savings implications of using this product will also be discussed.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss close-fit FFRPP pipe and the best applications for this solution
- Explain the process for inspecting the pressure pipe and installing the liner
- Discuss the cost savings between using a liner system and total replacement
- Specify this type solution to ensure the project is done correctly

**Session Code:** WE28

**Session Title:** Remote Process Monitoring: A Data-Driven Approach to Proactive Maintenance

**Date:** 2/18/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Chris Mundt, Founder/CEO, Septilink Inc.

**Description:**

Through the development of septic and aerobic process monitoring devices, data has been collected from several dozen systems across the United States. This data has validated the hypothesis that a significant percentage, if not the vast majority, of system failures can be detected before triggering a visual or audio alarm, or before impacting the community and the environment. The core concept is Remote Process Monitoring: the ability to track key system data over time, interpret trends, and apply data-driven solutions to maintain or improve existing OSSF outcomes.

The key data points monitored include:

- Power consumption

- Air pump pressure
- Water meter readings
- Alarms
- This data is processed in the cloud, generating valuable derivative insights such as:
- Pump run times, cycles, and time-of-day operations
- Total pump runtime
- Air pump and water pump current draw

By understanding how this data provides a detailed picture of a system's operational performance, technicians can identify early signs of common OSSF failures. This presentation will highlight real-world system failures, demonstrating how data trends revealed issues before they occurred—ultimately showcasing the benefits of proactive monitoring and maintenance for service providers, customers, and the environment.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain how remote process monitoring collects and analyzes key data points to detect potential system failures before they impact communities and the environment
- Interpret data from septic and aerobic systems to identify early warning signs of common OSSF failures based on real-world case studies
- Evaluate the benefits of implementing proactive monitoring and maintenance protocols for service providers, customers, and environmental protection

**Session Code:** WE29

**Session Title:** Trenchless Technology for Single Family Residential/Laterals, Building Sewers, Building Drains, and Water Services

**Date:** 2/18/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** David Butler, Senior Plumbing Manager/Head of Technical Training, Milestone Home Services

**Description:**

This session will cover options for trenchless pipe repairs for residential single family dwellings. We'll discuss repair and replacement of residential drain lines (2", 3", and 4") of all types on the smaller side of the industry. You'll learn the practical applications of pipe bursting with HDPE and pipe linings with UV cured in place GRP (Glass Reinforced Pipe), including guidance on where, when, and how to implement these methods—and when to avoid them. We'll also discuss the possibilities of trenchless building drain repair (both now and in the near future), and how it can be safer, more economical, and a money maker for plumbers and the companies they work for.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the residential side of trenchless pipe techniques for smaller residential pipe sizes
- Evaluate which type of trenchless technology is best for different situations
- Explain how trenchless can benefit the customer
- Discuss how trenchless can financially benefit the plumber and plumbing company

**Session Code:** WE30

**Session Title:** Subway Sewer System and University Dorm Building Pipeline: 2 Case Studies in Rehab and Renovation

**Date:** 2/18/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Ryan Boldan, Global Learning Solutions Director, Picote Solutions; Dave McArthur, Senior Business Development & Training Manager, Picote Solutions

**Description:**

In this session, we'll discuss two case studies that showcase cutting-edge solutions for complex pipe and sewer system rehabilitation projects.

First, we'll explore Metro Line M3, Budapest's longest subway line. During construction, a sewer system of steel pipes (ranging from 2"-10") was built to collect infiltrating groundwater. In December 2011, the condition of the track had become so poor that maximum subway speed was reduced to under 40 mph. The increasing number of track failures was mainly a result of groundwater leaking through the tunnels' deteriorating interior. In addition to the track renovation, the pipes of the sewer system also needed cleaning and rehabilitation to prevent any future groundwater infiltration. During inspection, it was found the pipes themselves were in good condition but 75% of the pipes needing renovation contained hard concrete deposits, and some parts of the sewer were partially or completely blocked by concrete. As a result, the groundwater drainage system was not functioning to its full potential.

We'll also explore the University of Pennsylvania's historic Mayer Residence Hall and its ongoing piping issues. Crews were tasked with cleaning, inspecting, and repairing 17 vertical and 4 rainwater conductors from the roof (along with 2 RCW stacks), 6 stacks from the 7th floor, and 7 below slab horizontal lines.

This session will explore the background, challenges, solutions, equipment and processes used to complete these complex projects.

**Learning Objectives:**

After this session, attendees will be able to:

- Evaluate rehabilitation techniques for aging sewer and pipe infrastructure in constrained environments
- Identify factors for equipment selection when completing complex renovation projects
- Develop project planning strategies for complex rehabilitation projects, including assessment, crew coordination, and quality control measures that ensure successful outcomes

**Session Code:** WE31

**Session Title:** Vacuum Truck Operations: Managing the Lead Service Line Crisis

**Date:** 2/18/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Jeff Weaver, Director of Digital Solutions, Abonmarche Consultants, Inc.

**Description:**

The Flint water crisis shocked the country and spotlighted the dangers of lead in drinking water. About 6 million lead service lines, connecting homes to water mains, remain in use, and it will cost an estimated \$30 billion to remove them all.

In 2025, the Lead and Copper Rule Improvements law came into effect, requiring Public Water Systems to remove all lead service lines by 2037. The state of Indiana has been feverishly working to identify and inventory their lines.

Using a combination of technology and Vacuum Trucks for potholing, a new streamlined approach has been developed to detect, inventory, and document lead service line locations. This approach includes the development of standards and best practices for managing location data, coordinating crews, communicating with citizens, and getting the most from staff, technology and equipment.

In this session, we will discuss how to incorporate GPS, mobile devices, and online tools and applications to support potholing efforts and Vacuum Truck crews.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain how technology can be integrated with Vacuum Truck operations and workflows
- Discuss how best practices for potholing have been applied
- Explain how workflows meet State and Federal requirements
- Define ways to coordinate work activities amongst multiple disciplines
- Evaluate methods for communicating with the public
- Describing methods to maintain efficiency and effective outreach during a public crisis

**Session Code:** WE32

**Session Title:** Utilizing Packed Bed Filter Technology for Onsite Wastewater Treatment

**Date:** 2/18/2026

**Time:** 3:00PM - 4:00PM

**Speaker(s):** Jim Healy, Eastern Regional Sales Manager, Orenco

**Description:**

This presentation will discuss packed bed filter technology, both intermittent and recirculating, for onsite wastewater treatment for organics and nutrients. It will cover its genesis, history and evolution from a basic single pass process using native sand and gravel materials for filtration to systems using engineered materials today, along with a thorough explanation of the process utilized currently. A case study will be presented detailing the design, construction, and performance of an installed and operating system.

**Learning Objectives:**

After this session, attendees will be able to:

- Describe packed bed filter technology and its applications

- Address key insights on organics and nutrients
- Engage in open discussion of a real-world field case study to explore practical insights and challenges

**Code:** NOWRA

**Session Title:** Troubleshooting Onsite Wastewater Treatment Systems: Solving Problems in the Field

**Date:** 2/18/2026

**Time:** 8:00AM - 4:45PM

**Speaker(s):** Joshua Billman, Account Manager, SE US, Orenco Systems Inc.; Zach Gardner, Technical Representative, Eljen Corporation; Claude Goguen, Director of Technical Education, National Precast Concrete Association; Sara Heger, Instructor and Researcher, University of Minnesota; Dwayne Jones, President, Jones Pump Service; Brian Koski, Owner and CEO, Septic Check; Eric Woodford, Field Product Manager, Infiltrator Water Technologies

**Description:**

Presented by the National Onsite Wastewater Recycling Association (NOWRA), this one-day workshop, led by industry experts, focuses on advanced skills for those running operation and maintenance businesses focused on onsite wastewater treatment systems. Troubleshooting requires extensive knowledge, skills and abilities to effectively evaluate system components and determine the root causes of malfunction. The root causes of malfunctions will be focused on, including hydraulic and organic overloading, nutrient challenges, and microbial inhibition. Electrical issues related to pumps and controls will highlight common issues and solutions, along with techniques to mitigate microbial induced corrosion.

**Session #1: System Troubleshooting Based Upon Wastewater Characteristics**

An OWTS is designed to remove contaminants from water before the water is dispersed into the receiving environment. Troubleshooting requires a solid understanding of wastewater contaminants, how contaminants are removed in a treatment system, and what laboratory measurements of these contaminants represent. The contaminants are discussed using analogies to foster better communication of concepts to owners. Contaminant removal in treatment components is described, as well as the impact of contaminant loading rates, and the associated maintenance activities resulting from the contaminant removal. The laboratory methods used to determine the concentration of the contaminants provide clues when troubleshooting treatment component performance. An expanded knowledge of these topics improve the troubleshooting skills of the service provider. The discussion will be presented in a manner to enhance a service providers' knowledge and ability to communicate technical topics to owners.

**Session #2: Maintaining Efficiency: Troubleshooting Techniques for Wastewater Treatment Units**

Maintaining optimal performance in a wastewater treatment unit requires a proactive approach to maintenance. This presentation will explore practical troubleshooting techniques. Attendees will gain insights into maintaining system efficiency, minimizing downtime through real-world examples and solutions.

**Session #3: Troubleshooting Soil Treatment Areas**

Soil treatment system failures can be complex, threatening public health and the environment. Drawing on personal experience investigating septic system issues, this presentation equips wastewater professionals with a clear, practical framework and tools to tackle these challenges. We will unravel the causes of failures and their symptoms, guiding attendees through a systematic diagnostic approach to pinpoint issues and implement solutions. Featuring real-world case studies and visual aids, this session empowers designers, installers, and regulators to resolve soil treatment failures and ensure compliance.

#### Session #4: Troubleshooting Electrical Issues

This presentation aims to equip service providers with essential knowledge and practical skills related to electrical systems. Covering foundational concepts in Electrical 101, floats & controls, and pump operation, attendees will learn the basic principles that govern the electrical components within septic systems, emphasizing safety protocols for handling these systems. We will discuss common challenges and provide a hands-on troubleshooting guide to enhance service provider efficiency.

#### Session #5: Hydrogen Sulfide Gas Management to Prevent Microbially Induced Concrete Corrosion in Wastewater Tanks

A phenomenon that can impact the durability of concrete septic tanks is Microbially Induced Concrete Corrosion (MICC). Since Hydrogen Sulfide (H<sub>2</sub>S) gas is hazardous at higher concentrations, and is a necessity for MICC to occur, field studies were performed to determine the impacts of system design and venting on reducing H<sub>2</sub>S gas accumulation in the tank. This presentation will focus on the results of the latest field study, specifically regarding H<sub>2</sub>S gas movement and accumulation in various types of septic systems. We will share insights on different design configurations that minimize H<sub>2</sub>S gas buildup in septic and pump tanks. The data highlights effective methods for reducing H<sub>2</sub>S gas accumulation, which not only lowers exposure risks but also mitigates MICC. A brief overview of the MICC process will be provided to clarify the role of H<sub>2</sub>S gas. This information will be valuable for designers, manufacturers, installers, regulators, and other onsite wastewater professionals who are encountering signs of this issue and seeking solutions.

#### **Learning Objectives:**

After this workshop, attendees will be able to:

- Develop comprehensive diagnostic skills to identify and evaluate root causes of system malfunctions, including hydraulic overloading, organic overloading, nutrient challenges, and microbial inhibition
- Master troubleshooting techniques for electrical components, with specific focus on pump systems and control mechanisms commonly found in onsite wastewater treatment installations
- Apply advanced knowledge of microbial processes to recognize signs of microbial induced corrosion and implement effective mitigation strategies
- Enhance business operation capabilities through practical case studies and expert-guided problem-solving scenarios specific to onsite wastewater treatment system maintenance and repair

**Session Code:** WKSHP

**Session Title:** Leading & Developing Middle Management

**Date:** 2/18/2026

**Time:** 9:00AM - 12:00PM

**Speaker(s):** Nate Agentis, Owner, Plumbing CEO

**Description:**

To reach the highest levels of sustainable growth, you must design a plan to create and develop a middle management team that can make your company's vision a reality. This workshop will help you acquire the core skills needed for nurturing a top-performing management team and discover the secrets to becoming a skilled delegator. Learn what you need to build your ultimate management team.

**Learning Objectives:**

After this workshop, attendees will be able to:

- Develop a strategic framework for identifying, recruiting, and nurturing middle managers who can effectively translate company vision into actionable results
- Master essential delegation techniques that empower your management team while maintaining appropriate oversight and accountability
- Implement sustainable leadership development practices that create a self-reinforcing culture of growth, innovation, and high performance among your middle management team

**Session Code:** TH01

**Session Title:** Specifying Engineers Gain Wisdom from Contractor Experience

**Date:** 2/19/2026

**Time:** 8:00AM - 9:00AM

**Speaker(s):** Samuel Hunt, Vice President, CBET Restoration; Steven Loughry, Project Manager, Triangle Contracting

**Description:**

The engineering community is credited for knowing how to make things work in the real world. Thus, we're able to live and grow in a better place; but to know all about everything is not practical. Case in point: Arlington County, VA, was facing a potential infrastructure failure that would have compromised quality of life for millions of people who depend on Hwy 66 commuting to/from Washington DC and Northern Virginia.

The Nelson Tunnel Rehab Project was projected to be completed by end of May 2025, but it experienced multiple false starts for approximately 10 years, and the clock was ticking. Multiple engineering designs resulted in zero contractor bids because nobody knew how to execute the project. Here's why:

The tunnel that housed a 36" water main was constructed of segmented steel panels. Groundwater follows that path of least resistance and infiltrated inside the tunnel through the joints, making the engineered specification impossible to bid and be successful. The tunnel was full of water, but worse, soil fines were entering into the tunnel and the potential for sinkholes was escalating.

Not all engineers are familiar with what's possible with trenchless technologies. Arlington County engineers seized the moment to speak with experienced utility contractors familiar with rehab methods and procedures to restore underground infrastructure. One proven approach was to first seal the joints of the tunnel structure with acrylamide grout, paving the way to structurally reinforce the tunnel with a cementitious lining for a permanent solution.

In this session, we'll explore how engineers can learn what's possible and practical from contractors who make real word decisions in the field every day.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss how and why it is important for engineers to partner with contractors
- Stop active infiltration first before advancing structural rehab
- Investigate trenchless technologies first for economic best practices

**Session Code:** TH02

**Session Title:** How to Train and Inspire Drain Cleaners for Long-Term Success

**Date:** 2/19/2026

**Time:** 8:00AM - 9:00AM

**Speaker(s):** Jarod Smith, Owner/Operator, Clog Buster's Drain Cleaning & Repair

**Description:**

Drain cleaning is a tough but essential job. It requires a combination of technical skills, problem-solving, and excellent customer service. For a drain cleaning business to succeed, it's not enough to hire skilled workers—you need to train and inspire them to perform at their best and stay motivated. A well-trained and motivated team will not only improve customer satisfaction, but also drive higher revenue and reduce turnover. In this session, we'll cover some of the main tenets of training and inspiring drain cleaning professionals, including:

- How customer service creates long-term business success
- Teaching upselling and value-added services
- Using tiered pricing and service options to increases the chance of a sale
- Motivating and inspiring technicians through incentives, recognition and awards
- Career progression and skill development
- Creating a postive work environment
- Providing quality tools and equipment
- Open communication

**Learning Objectives:**

After this session, attendees will be able to:

- Teach fundamental drain cleaning techniques and safety protocols
- Provide training that simulates real-world challenges to prepare technicians for the unpredictable nature of drain cleaning
- Enhance customer service training to create long-term business success
- Teach upselling and value-added services
- Motivate and inspire technicians through incentives, career progression and skill development
- Create a positive work environment
- Track and measure performance
- Inspire technicians with a sense of purpose

**Session Code:** TH03

**Session Title:** Powering Progress: Solar and Storage Solutions for Wastewater Resilience at RUSA

**Date:** 2/19/2026

**Time:** 8:00AM - 9:00AM

**Speaker(s):** Jim Baird, General Manger, Roseburg Urban Sanitary Authority; Kathleen Kelleher, Business Development / Grant Coordination, Ameresco

**Description:**

In an effort to enhance energy resilience, reduce utility costs, and support community sustainability goals, a regional sanitary authority in southern Oregon is transforming its wastewater operations with clean energy. Through a multi-phased energy initiative, a municipal entity is deploying solar PV systems on unused land and water surfaces, paired with battery storage and other advanced energy technologies. These investments are designed to improve operational reliability, lower emissions, and protect critical services during grid outages — across the wastewater treatment plant (WWTP), natural treatment system (NTS), and administrative facilities.

This session will highlight how a multi-phased solar-plus-storage initiative is transforming wastewater infrastructure by significantly reducing grid energy use, ensuring uninterrupted power supply, and supporting local economic development. The municipal leader will share how technical energy audits, energy savings performance contracting (ESPC), and strategic partnerships helped turn complex needs into successful, scalable models.

The panelist will share key lessons learned and best practices with illustrative examples, addressing topics including:

- The financial impact of solar PV+ storage projects on operations
- How ESPC and grants accelerated deployment without upfront capital
- Creative siting strategies; using ponds and undeveloped land to maximize generation
- The role of energy resilience in supporting public health and emergency preparedness

**Learning Objectives:**

After this session, attendees will be able to:

- Evaluate the financial and operational benefits of implementing solar PV and battery storage systems in wastewater treatment facilities
- Discuss approaches for clean energy projects in municipal wastewater operations, including the use of Energy Savings Performance Contracting (ESPC), grant funding mechanisms, and creative siting solutions that maximize energy generation on available land and water surfaces
- Assess the role of energy resilience in supporting critical infrastructure continuity, public health protection, and emergency preparedness

**Session Code:** TH04

**Session Title:** Rebranding a Publicly Owned Utility

**Date:** 2/19/2026

**Time:** 9:30AM - 10:30AM

**Speaker(s):** Jeff Miles, Director, Environmental Services

**Description:**

Our division was originally named "Water Pollution Control", influenced from the Water Pollution Control Act of 1948. While fitting at the time, it no longer reflected the full scope of our work 50 years later. Our role has evolved beyond pollution control to protecting public health, supporting economic growth, and advancing sustainability. It became clear that our identity needed to evolve as well.

To better connect with our community, we launched a complete rebranding effort. More than just a name change, this was a strategic shift to redefine our purpose, clarify our role, and enhance visibility. The year-long process was both exciting and challenging, sparking deep discussions, tough decisions, and valuable engagement with stakeholders. Each step strengthened our team's sense of ownership and reinforced our commitment to Kansas City, Kansas.

The result was a meaningful transformation. We moved away from the "Water Pollution Control" label, separating from county branding to align with the city we serve. Today, we proudly stand as Kansas City, Kansas Environmental Services, a name that truly represents our mission. Our new logo maintains industry familiarity while incorporating a distinct KCK touch.

This presentation will walk you through our journey, highlighting key lessons, challenges, and the lasting impact this change has had on our team and community.

**Learning Objectives:**

After this session, attendees will be able to:

- Describe the strategic process of rebranding a public utility and the lasting benefits it can bring
- Discuss how a professional name and well-designed brand improve credibility and visibility when applying for grants and outside funding, making applications more competitive
- Explain how a thoughtfully crafted name and logo reinforce trust, legitimacy, and recognition, strengthening relationships with stakeholders, policymakers, and the public
- Discuss how a modernized brand enhances recruitment efforts by showcasing the organization's professionalism, values, and commitment to innovation, helping to attract and retain top talent

**Code:** TH05

**Session Title:** Maintenance Agreements: The Pathway to a Better Budget

**Date:** 2/19/2026

**Time:** 9:30AM - 10:30AM

**Speaker(s):** Jamie Lienberger, Owner, Lienberger and Associates

**Description:**

The maintenance agreement is a small yet effective tool for helping your company establish consistent income streams while creating structured work schedules. In this session, you will learn the effectiveness of this often-overlooked method of creating income.

We will review a sample agreement, discuss the best times to utilize the agreement vs. sending it out to bid, and cover the ongoing agreement (e.g., 3 years or 5 years).

Join us to explore why maintenance agreements are more than just maintaining. They're essential revenue generators that deliver exceptional value when strategically implemented.

**Learning Objectives:**

After this session, attendees will be able to:

- Negotiate a maintenance agreement for their municipality or their company
- Describe how a maintenance agreement is a tremendously beneficial budgetary assist
- Prioritize rehabilitation projects, accomplishing the most bang for the buck in a fiscal year

**Session Code:** TH06

**Session Title:** The Role of Membrane Technologies in Wastewater Recovery and Reuse

**Date:** 2/19/2026

**Time:** 9:30AM - 10:30AM

**Speaker(s):** Peter Cartwright, President, Cartwright Consulting Co., LLC

**Description:**

This presentation defines the four membrane separation technologies (microfiltration, ultrafiltration, nanofiltration and reverse osmosis) and discusses their applications in the removal of contaminants in wastewater streams to allow reuse of the treated water supply. A zero liquid discharge case history will also be detailed.

**Learning Objectives:**

After this session, attendees will be able to:

- Define the membrane separation technologies of microfiltration, ultrafiltration, nanofiltration and reverse osmosis
- Identify the strengths and weaknesses of membrane separation technologies
- Explain the factors that affect membrane technology performance
- Discuss the role of membrane technologies in a specific zero liquid discharge case history

**Session Code:** TH07

**Session Title:** From Sewers to Safety: Harnessing Molecular Biology, and AI for Positive Public-Health Outcomes

**Date:** 2/19/2026

**Time:** 11:00AM - 12:00PM

**Speaker(s):** Asim Bhalerao, CEO, Fluid Analytics Inc.

**Description:**

Explore the transformative potential of artificial intelligence, molecular biology, and robotics in the water and wastewater industries. This session will focus on the latest advancements, practical applications, and emerging trends that are reshaping public health and water infrastructure management globally.

Key topics will include:

- AI-Driven Wastewater Surveillance for Public Health: How machine learning and advanced data analytics are enabling real-time detection of chemical and biological contaminants, providing early warnings for disease outbreaks and pollution events. This includes cutting-edge techniques for detecting viral and bacterial pathogens through genomic sequencing and molecular diagnostics, supporting scalable community health monitoring.

- Robotic Innovations in Pipeline Infrastructure: The role of robotics in precision water quality monitoring, automated defect detection, and predictive maintenance, helping to extend the lifespan of critical water infrastructure and reduce operational costs.
- Global Insights and Case Studies: Examples from diverse regions illustrating the impact of these technologies on public health, regulatory compliance, and sustainable water management, without promoting specific products or services.
- Future Trends and Best Practices: Practical strategies for integrating these technologies to enhance resilience, improve operational efficiency, and support data-driven decision-making in water management.

Attendees will gain actionable insights into the latest best practices and technologies, empowering them to build safer, healthier, and more resilient water systems.

**Learning Objectives:**

After this session, attendees will be able to:

- Explain the role of AI, molecular biology, and automation in transforming wastewater surveillance and infrastructure monitoring for improved public health outcomes
- Discuss the latest advancements in pathogen detection, genomic sequencing, and real-time water quality monitoring, and their impact on proactive disease surveillance
- Apply best practices for integrating AI, automation, and molecular diagnostics into existing water management systems to enhance operational efficiency and regulatory compliance
- Implement data-driven strategies to extend the lifespan of critical water infrastructure, reduce maintenance costs, and improve overall system resilience

**Session Code:** TH08

**Session Title:** Expand-in-Place Integration Technology: The "Forever" Rehabilitation Solution

**Date:** 2/19/2026

**Time:** 11:00AM - 12:00PM

**Speaker(s):** Cal Cordulack, Director of Business Development, Resinating LLC

**Description:**

Expand-in-Place Integration (EIP) Technology, the heart of which is the Fiberglass Expansion Liner, is designed to eliminate infiltration during its likely useful life in excess of 100 years, while providing the structural integrity to rehabilitate fully deteriorated manholes, pipes, culverts and the like in wastewater and stormwater systems.

A Fiberglass Expansion Liner is simply a Fiberglass Liner that has been cut axially so that it can be compressed to fit easily into the structure being rehabilitated before it is then expanded and bonded to the substrate of the host structure. A Fiberglass Expansion Liner can be fabricated to rehabilitate any shape - round, elliptical, arched...really any non-round shape including boxes.

This presentation will cover the fundamentals associated with EIP Technology, how it works, the properties of structures to which it is best suited, along with related technical data. Various case studies will be discussed including a discussion of how uncut Fiberglass Slipliners can be used to rehabilitate CMP structures of any shape as well.

**Learning Objectives:**

After this session, attendees will be able to:

- Discuss the benefits of EIP Technology and its applications in the rehabilitation industry

- Explain the advantages of EIPI Technology relative to other technologies
- Evaluate whether EIPI Technology is the right solution for a project they are designing

**Session Code:** TH09

**Session Title:** Bridging the Scalability and Adaptability Gaps in Industrial Wastewater Treatment Design: Sustainable Solutions for Emerging Economies – A Nigerian Case Study

**Date:** 2/19/2026

**Time:** 11:00AM - 12:00PM

**Speaker(s):** Gbenga Adeyemi, M.D., CEO, Crystal Dreams Environmental Solutions and Consulting Ltd

**Description:**

Industrial wastewater treatment plants mitigate environmental impacts but often lack scalability, leading to inefficiencies as industries grow. Increased volumes and altered characteristics of the influent cause bottlenecks, compliance failures, and health risks. In this session, we will discuss how modular designs, advanced monitoring tools, predictive analytics, and circular economy approaches (like resource recovery) can improve sustainability. We will also cover how collaboration ensures adaptable designs, and how EIAs and EMS frameworks can guide strategies for long-term accountability.

**Learning Objectives:**

After this session, attendees will be able to:

- Highlight limitations in current industrial wastewater treatment plant designs
- Analyze the environmental, economic, and societal implications of these design gaps
- Propose innovative solutions and frameworks for sustainable and scalable designs
- Foster discussions on policy and collaborative approaches for implementation

**Session Code:** TT01 (TECHNICAL TOUR)

**Session Title:** Carmel Wastewater Treatment Plant

**Date:** Thursday, February 19

**Time:** 9:15AM - 11:30AM

**Description:**

Attendees will tour the CAWD Wastewater Treatment Plant (WWTP), which has a permitted capacity of 3.0 million gallons per day (MGD) of dry weather flow. Current average dry weather flow (ADWF) is approximately 1.1 MGD, which represents 37% of the permitted capacity. Of the 1.1 MGD, approximately two-thirds is from CAWD customers and the remaining one-third is from Pebble Beach Community Service District customers.