

# State Affiliate Panel Discussions

Association Management – Board Management vs. Executive Director  
Membership Growth & Retention

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# Welcome our Panelists

- Roxanne Groover, Florida Onsite Wastewater Association (FOWA)
- Jim Bell, Kansas Small Flows Association (KSFA)
- Randy Chelette, Texas Onsite Wastewater Association (TOWA)
- Kate Carney, Colorado Professional in Onsite Wastewater (CPOW)
- Tammy Trantham, Missouri Smallflows Organization (MSO) & Minnesota Onsite Wastewater Association (MOWA)



# Board Management

- Active Board Members
- Hybrid Approach – unpaid Executive Director and Board Members (KSFA)
- Executive Director management driven – governed by Board Members
- Part-time positions for specialized areas – split the workload



# Executive Director Management

- Paid position (typically)
- Able to dedicate time to the association and dig into more funding options
- Network with other associations and contacts to build relationships
- Provide that “customer service” to the membership



# Audience Discussion & High Points



# Membership Growth and Retention Panel



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# Membership Growth & Retention

## Challenges

- KSFA: challenging to grow with limited regulation and support from regulatory authority

## Solutions

- KSFA: Volunteer certification of professionals would be benefit to grow the association
- FOWA: Certification and membership rolled into one fee
- KSFA: Providing educational opportunities is helpful





# Membership Growth & Retention

## Challenges

- KSFA: challenging to grow with limited regulation and support from regulatory authority

## Solutions

- MSO: ½ membership for first time licensees to try out the association
- MSO/MOWA: Visiting certification classes at the state qualifications course
- Including membership fee in course or conference fee



# Membership Growth & Retention

## Challenges

- Legislative Issues

## Solutions

- CPOW/FOWA: Legislative issues spurred the growth and participation



# Membership Growth & Retention

## Challenges

- Education needs
- CPOW: Need for OWTS specific education

## Solutions

- MSO: Continuing education requirements from the regulatory authority
- CPOW: Provide classes required by state and county; soils class is required to be in-person
- TOWA (Texas): Providing maintenance provider training
- FOWA: Contract to provide continuing education to professionals



# Membership Growth & Retention

## Challenges

- Education needs
- CPOW: Need for OWTS specific education

## Solutions

- FOWA: Training homeowners to be maintenance providers
- FOWA: Educating realtors



# Membership Growth & Retention

## Challenges

- Association visibility

## Solutions

- CPOW: Investment in website content and presence
- MSO/MOWA/CPOW/FOWA: Providing a great state conference that they want to come back to every year.



# Audience Discussion & High Points



# Panelist Contact Information

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