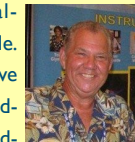




What's New At CEU?

SPECIAL NOTE FROM CEU PLAN

The next few months at CEU Plan will be important ones for the future of CEU Plan. We are currently working on a number of new courses to add to our catalog of courses by some amazing subject matter experts. We are also working on a few system upgrades which our students will find helpful when utilizing CEU Plan. The staff of CEU Plan works continually to ensure our program provides the best training program and the most up-to-date system functionality available. We believe that providing affordable, quality training opportunities for water and wastewater professionals is not just our job, it is our responsibility.



Bill Edgar

President
CEU Plan

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OPERATOR EDITION — 3

JUNE, 2012

Don't Raise Rates—Cut Costs!

Courtesy of Dave Lawrence, Wisconsin Rural Water Association Assistant Director

From a management standpoint, 2011 was a challenging year financially for almost every utility in the nation. With the current economic situation causing manufacturing cutbacks and job reductions in almost every employment sector, finding the revenues necessary to meet rising costs can be difficult, especially in an industry that really only has one product to offer.

In these conditions it is hard to increase revenues by just raising rates as is typically done in the utility industry. That doesn't mean that utilities can't find alternative ways to meet financial challenges. But to do so, it may require a change in mindset. Here are a few areas a utility may be able to consider in order to cut costs.

Get Employees Involved- One of the main problems in getting employees to be cost-conscious is because there is a disconnect between those that are doing the work and those that are paying the bills. Many field operators have no idea what the utility pays per month for expenses such as electricity, gasoline, treatment chemicals, etc. But I'll bet they can tell you exactly what they're paying for such things at home. Consider showing employees the monthly expense reports and solicit their opinions on areas that money can be saved. Get them involved by offering some incentive for ideas that cut costs, if money isn't an option how about an hour or two off early on a Friday afternoon?

Fuel Economy- We all realize that utilities need big, powerful vehicles and equipment to use in emergency situations. But do we need a 450 cubic inch engine and four-wheel-drive to read a water meter on the other side of town, or paint fire hydrants? With 99% of vehicle use for in-city driving conditions, consider more economical vehicles to use for those jobs where gas guzzlers aren't needed. Also, make sure to periodically check the air pressure in tires, under-inflation can lead to a loss in gas mileage. Unload heavy, unused tools & equipment from vehicles, and unless absolutely necessary, turn vehicles off when not in use.

Shop Around for Services- Utilities have a certain comfort factor working with the same vendors, businesses and contractors over the years, but the current economic climate may make it beneficial to shop around. Companies are scrambling to keep sales up and workers busy, so you may be surprised at what you can save. It's a simple fact of life that someone that is guaranteed your business probably isn't cutting their prices to keep it, so even if you don't change to a different supplier it never hurts to keep them honest by shopping around and comparing prices.

Consolidate Services & Purchases- Water & wastewater operators are a close-knit

Don't Raise Rates—Cut Costs Article continued on Page Two...



Compare Prices

Find out just how much you should be paying

Don't Raise Rates—Cut Costs!

Continued from Page One

group who often keep in touch at classes, events and meetings. Why not get together with other systems and pool purchasing in order to get a better price? Companies charge for transportation and delivery costs, so coordinate contract services with other area utilities in order to reduce those costs. Instead of buying one piece of equipment, shovel or traffic cone why not purchase 30 as a group and divide up the cost savings? Consider WRWAs Customized Training Program and CEU Plan online training to assist in meeting your training needs and reduce down time and travel expenses.

Heating & electrical costs- The cost of electricity is a huge expense for utilities in order to run pumping and treatment equipment. But many utilities can save money by working with their power company to operate facilities during off-peak hours or take advantage of energy efficiency rebate programs. If the utility's water usage by larger commercial & industrial customers is down, you may be able to save money by alternating pumping cycles, installing higher efficiency equipment or making upgrades

that reduce peak & demand.

Tighten up the Distribution System- I'm always surprised by the high percentages of unaccounted-for and pumped-not-sold water some systems have. For a recent Coastal Management grant program, WRWA developed information on the direct electricity and treatment costs of water loss for communities and provided it to the utilities. Of the 81 systems worked with, sixteen had water loss costs of over \$10,000 per year, five were over \$50,000 per year and three were over \$100,000 per year. That's money down the drain. It costs money to dig down and repair leaks, but it's a one-time cost and the savings will go on forever. Reduced pumpage may even delay the need for a new well for a few years.

Improve Operational Efficiency- It's easy to stay in a rut and do things the same way they've always been done. Take a fresh look at operations to see if there are ways you can save money. Look at your hydrant flushing to see if it can be done more effectively. Better yet, develop a long range plan to eliminate dead end mains that

require flushing twice a year. Evaluate your working operations, perhaps you can save money by going to four 10-hour workdays instead of five 8-hour days. If your community is spread out, consider having employees take their breaks on the worksite, or divide up daily duties so that employees do several tasks in one part of town instead of having individual employees doing one job all over town and spending half their time travelling. It may even help to bring someone in to help make suggestions. It doesn't have to cost money, a fellow operator or a Rural Water Circuit Rider would be more than happy to help.

When the economy is doing well, people don't worry quite as much about operating efficiently. But when things start going south, utilities can learn a lesson from private businesses and individuals in how to deal with the changes. In many cases, that means tightening up the belt a notch or two. And in order to do that, utilities may need to think outside the box in order to find areas to save money.



What Does The Future Hold?



Typically, the summer months are a time for CEU Plan to evaluate, and improve upon our programs. This year is no different and CEU Plan is forging ahead with a number of new and exciting training programs and system improvements.

We have recently added a number of new courses to our current catalog of over 200 training courses for water and wastewater professionals including Emergency Generators, Introduction To Concrete Pressure Pipe, Pump Station Maintenance, and Grit Removal. In states where CEU Plan has a blanket approval of our program, these courses have already been activated. We will soon be pursuing approval in all other states where CEU Plan training is offered.

In addition, we are working on a number of additional course offerings by some amazing and well known subject matter experts and

plan to release these offerings later in the year. Stay tuned as those develop. CEU Plan's current list of blanket approval states continues to grow and now includes:

- Florida—DW & WW
- Ohio—DW & WW
- Nevada—WW
- South Carolina—DW & WW
- South Dakota—DW & WW
- California—WW
- Arizona—DW & WW
- Massachusetts—DW & WW
- Minnesota—DW & WW
- Nebraska—WW
- New Jersey—DW & WW
- North Carolina—DW & WW
- South Dakota—DW & WW
- Vermont—DW
- Virginia—DW & WW
- Wyoming—DW & WW
- Delaware—DW

These approvals are a further testament to CEU Plan's commitment of quality training at an affordable price with our ANSI/IACET accredited program. We look forward to expanding these approvals to other states soon and will keep you posted as this occurs.

CEU Plan understands the needs of water and wastewater system operators and managers and we work daily to ensure we give you the most up-to-date training information and do so in a convenient manner that helps you save money and achieve your career goals.

If we can be of service to you, we are here to assist at any time. We look forward to continuing our service to the fantastic operational professionals of the U.S. as we move toward the future. That is our prime objective!

CEU PLAN SUBJECT MATTER EXPERT SPOTLIGHT—Jeff Pugh



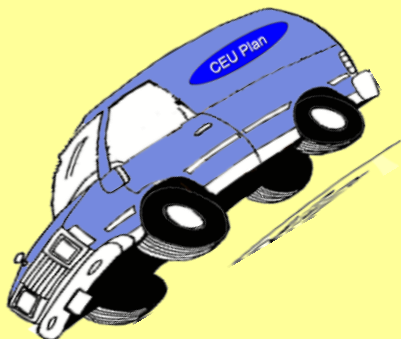
Jeff Pugh is a chemist by profession, having experience in design, construction, operation, and troubleshooting of pilot to industrial-size membrane systems including RO, membrane softening, ultrafiltration, and microfiltration (mostly in non-traditional applications).

He specializes in mineral scale formation and inhibition and fouling and performance restoration of membrane systems. He also has experience with other water treatment techniques including ion exchange, sorption and chemical treatment. He has managed research and development, technical, and analytical laboratories. He has been published in numerous technical journals.

Jeff is the author of a number of CEU Plan's most popular courses in our water treatment series. In addition, Jeff also serves as CEU Plan's Technical Director and is instrumental in the continued success of CEU Plan by providing outstanding support for our students. CEU Plan is extremely fortunate to have someone with Jeff's knowledge and abilities as a subject matter expert and Technical Director

To view a complete listing of the numerous courses offered by CEU Plan and authored by Jeff Pugh, visit our instructor profile page at <https://www.ceuplan.com/InstructorProfile.aspx?instructorId=23>.

We Are Taking Our Show On The Road Visit CEU Plan At One Of These Events



- *June 26-27
- *August 20-22
- *Sept. 24-26
- *Oct. 14-18

- East Regional Op. Cert. Workshop
- KRWA Conference
- NRWA WaterPro Conf.
- ASDWA Annual Conf.

- Chicago, IL
- Louisville, KY
- Nashville, TN
- Little Rock, AR

Look For Additional Events In Upcoming Newsletters



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For more information on CEU Plan, CEU Tube, or sa'ceu, contact Melissa Brothers.

ABOUT CEU PLAN.....

The mission of CEU Plan is to provide water and wastewater operators and supporting staff with the latest in emerging technologies, procedures, methods and/or concepts; in order to enrich their knowledge and experience within the workplace and obtain required CEUs for license re-certification/renewal.

Our programs and courses are 100% internet based providing the student with the opportunity to concentrate on their courses at their convenience and available time.

CEU Plan provides a convenient, cost effective means of delivering course content while advancing the student's understanding and knowledge of various industry topics.

FOLLOW CEU PLAN:

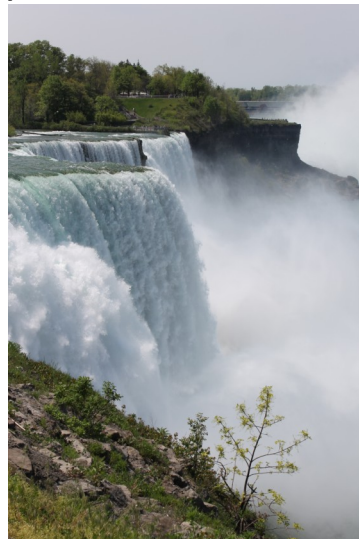


CEU Plan Attends USET Summit

On May 15-17, Bill Edgar and Melissa Brothers attended and exhibited at the United South and Eastern Tribal Summit at the Seneca Casino and Resort, Niagara Falls, NY. This was a great opportunity to visit with tribal operators representing 26 tribes from the eastern part of the US and learn more about the USET Certification and Training Programs for tribal operators.

This opportunity to learn about this outstanding program designed to benefit tribal water and wastewater operators from Maine to Florida was enjoyable, beneficial, and educational. We made new friends, and established new working relationships that we hope to carry forward for many years to come.

The Summit itself was an amazing educational opportunity and the backdrop for the event was a breathtaking extra. Nothing brings home the importance of water and wastewater professionals more than standing at the top of Niagara Falls and



looking out at the majesty of this awe-inspiring natural wonder, feeling the spray on your face, and the power of the water as it rushes over the Falls. We are blessed with an abundance of natural resources and can never take them for granted.

Thank you water and wastewater professionals for helping to protect our water resources. Without your dedication and hard work, views such as the one provided here would not be possible!

Are The Tools In Your Toolbox Doing The Job?

We Can Improve Your Results!

Our Proven Track Record Assures Affordable High-Quality Education
Individualized Services Include: Monitoring, Quizzes, Evaluations, & In-Depth Student Assessments

Follow Us On

For More Information Please Visit Our Websites At Right
Contact General Manager Bill Edgar: wwedgar@ceuplan.org, Or Marketing Director Melissa Brothers: mbrothers@ceuplan.org / (502) 320-4706

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Photo of American Falls, Niagara, New York by Melissa Brothers, CEU Plan