



TAKE ADVANTAGE

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Are you aware of the new programs available to you and your municipality that could promote your profession, increase revenues, reduce your cost and protect your system from liabilities? Please read below on all the new services that are just a phone call away for you to take advantage of.

- The New York Rural Water Association has a new program to assist rural and small community water and wastewater utility systems in evaluating their energy needs, consumption and costs; recommending measures to reduce energy consumption; and identifying potential funding sources for improvements. This service is free of charge to you. If you are interested, call our office and get on a list to have our staff provide you with an energy assessment.

- The ServLine Program is new and was developed to protect your utility against losses from residential customers' water leaks, and provides the opportunity for them to add service line repair and replacement protection. The water loss protection enhances and expands your current leak adjustment program. This unparalleled loss protection program is significant in reducing utility workload and expenses due to customer leaks. The water loss protection is customized for each utility's leak adjustment program and provides water bill protection from excess water charges resulting from eligible plumbing leaks up to \$2500. There is no deductible and the coverage is limited to one leak every 12 months. The line protection portion is something your residential customers may choose to enroll in and provides broad coverage and saving homeowners from large unexpected line repair and replacement bills. This covers repairs and replacement of water and sewer line up to \$10,000 each, with no deductible and no annual limit. The line protection from starting point of homeowner's responsibility to the foundation of their home. It also includes \$500 for site restoration and \$500 for private paved surfaces such as sidewalks and driveways. The benefits for your utility are improved customer satisfaction while simultaneously offering additional services, reduced workload related to leak adjustments, and improves financial position by additional revenue from new servers and removing all customer leak related costs.

- Another interesting opportunity is the Cybersecurity/

Data Breach Program with Baily Special Risk Insurance, which is tailored to meet the needs of our members that collect personal information from their customers. These breach response services include notification coverage for up to 100,000 individuals, security and privacy liability, regulatory defense and penalties coverage, website media liability, first party computer security coverage and for PCI fines and penalties. Could your business weather a data security breach - small and midsize businesses are the top targets of cyber criminals. If you collect any sensitive information from your customers, employees or others, you are at high risk. Responding to a breach is not only costly, running an estimated \$200,000, it is complicated. You are obligated to protect the data you collect. Think about this, the exposure is not just from hackers intruding on electronic systems. Breaches are caused by everything from lost, discarded, or stolen laptops, PDAs, smartphones, portable memory devices and paper files, to innocent procedural errors and acts of disgruntled employees. Consider purchasing a data security policy with coverage for up to one hundred thousand notified individuals. Once a policy is purchased, you will receive access to a data security service website designed to provide online security and privacy information services.

- The Rural Water Revolving Loan Fund - Is your utility in the market for a loan? The Rural Water Revolving Loan Fund is for water or wastewater system development, equipment loans, utility plant and mobile equipment purchases, emergency utility loans, etc. If interested contact Rural Water for details.

- The Rural Water Impact/Municipal Impact is available to provide every member of NYRWA the opportunity to benefit from improved communication, compliance and customer service by subscribing to this website solutions. Smart Websites for Smart Water Systems - Rural Water Impact is the industry leader in professional, cost effective websites – custom designed for rural water systems. Rural Water Impact's web solutions utilize tried-and-true principles of web design and usability standards, enabling water utilities to be more efficient, effective and professional in servicing their customers. Utilities benefit from a professional web presence as their site provides customers a greater level of information and service. This ultimately increases overall >>>

customer satisfaction and confidence in the utility.

- The Utility Management Certification – Water University is an opportunity to invest in your future. Gain the recognition you deserve in the water and wastewater industry through this program. Be prepared for the future and earn the respect you deserve. Your past experience counts towards your qualifications. This course provides you with sustainability and capacity for the industry of the future. Call us and get signed up or ask any of our field staff about this, they have already received their certification.

- Let's not forget about some other training opportunities, for instance the NYRWA Online training through SunCoast Learning with current courses that include Basic Safety, Basic Water Works Operation, Corrosion Control Optimization, Water Utility Calculations, Pump and Motor Maintenance, Water Utility Safety, and Chlorinator System Maintenance. Each course costs \$225.00 and are worth 10 contact hours toward recertification. This will allow you to work from your desk or home and still get the necessary contact hours to maintain your certification. If this isn't something you are interested in, please don't forget about our home study correspondence courses. We have IIA, IIB, C and D available. Just call the office and ask for Valerie or go on our website at www.nyruralwater.org, to read more about the courses and print the application.

- Now of course, the best training available will be at our 37th Annual Technical Training Workshop & Exhibition, May 16-19, 2016, in Lake Placid. Three days of training, with three concurrent sessions to choose from and a packed exhibit hall with our vendors showing you the latest technology and services available – all under one roof. We provide contact hours for water and wastewater professionals, engineering credits and RMCs as well. Be sure to plan to join us this year in Lake Placid and learn more about all these mentioned programs, and so much more. We have speakers coming from all over to provide you with the latest information to assist with your daily tasks in providing Quality on Tap.

All of the Technical Training Workshop & Exhibition information is in this issue of Aquafacts. Hope to see you there and as always, thank you for your support and for the outstanding job you do each and every day for the communities you serve. 💧💧💧