



2021 Rates for Advertising

Advertise in the GOWA publication, "Making it Clear" to increase your visibility and your business!
It's easy!

ISSUE 3, APRIL 2020

MAKING IT CLEAR
Serving the Needs of Georgia's Onsite Wastewater Industry

P.O. BOX 2946 | LAGRANGE, GA 30241

Letter from the PRESIDENT

Jan Bentley, GOWA President

Wastewater systems in Georgia. Informed and well-trained operators enhance our industry as a whole and poorly trained operators reflect badly on us all. It's not just a matter of checking off the hours of continuing education needed to maintain your license; it's about providing the best services and solutions to our customers.

GWA hosted 11 workshops in 2017 and six more in 2018 to provide opportunities for more than 50 contractors across the state to fulfill their continuing education requirements for license renewal. ASG did a good job pulling these together in short order and we are already planning ways to improve and enhance these workshops when we begin again in the fall of 2019.

In the meantime, there will be an opportunity to get a jumpstart on continuing ed requirements at the GOWA Annual Conference coming up in August in Savannah. You'll find all the info about the meeting and how to register in this newsletter. Our education committee is putting together an excellent program of education sessions and it's always valuable to network with all the sectors of our industry. Almost every conference, I learn something that helps me improve my business or avoid a mistake that someone else alerted me to at the meeting.

Many of us are going full out to keep up with demands of new construction as the economy has rebounded, but we all know we can't count on boom times to continue. We have to invest in improving our skills and our businesses, and we have to invest in our future as an industry and support GOWA.

I hope to see you all in Savannah! ●

TABLE OF CONTENTS

Letter from the President1
Conference Guide4
Exhibitors & Map
Schedule
Officers & Board
Sponsors
Ballot
6 Steps to Develop Loyal Employees
The Customer Won't Pay

See Inside:

GOWA ANNUAL CONFERENCE GUIDE

August 24 - 25 in Savannah, GA

Read all about what's happening at the GOWA Conference on pages 4 through 8!

If you haven't registered don't wait any longer Go to: onsitewastewater.org and register today.

Opportunity is knocking!

TABLE OF CONTENTS

Letter from the President1
GOWA 2020-2021 Officers2
GOWA is Now a Full Affiliate Member of NOWRA4
7 Reasons to Put Golden Handcuffs on Your Best Employees6
We Want You to Hear From Us7
What GOWA Does for the Industry8
Thank You Sponsors9
Conference Highlight Photos10
Tour of Portable Services12
Conference Exhibitors13
You May Not Please Everyone with a Real Estate Inspection14
Why Your Employees Aren't Performing and What You Can Do About It16
GOWA New or Renewal Membership Form18
GOWA Brings People Together!19

SCIENTISTS, and DISTRIBUTORS

According to the Georgia Department of Public Health, county health departments permitted

page – 1

Placement Choices:

GOWA Newsletter
Full page Ad
8 inches wide x 10.5 inches tall

BUSINESS ISSUES

7 Reasons to Put Golden Handcuffs on Your Best Employees

By: Patrick Ungashick, Pumper Magazine, February 2020

Create a solid plan to encourage your top employees to stick around; but tread lightly when it comes to giving up equity in the company.

High-performing employees are often the most valuable assets in a company. Customers, products, technology, inventory and many other assets come and go. A company that cannot hold on to its best employees, however, likely cannot grow.

Yet few companies take any formal steps to minimize the risk of losing top employees. Sure, you pay your best employees well and presumably have a great culture and work environment.

But your competitors can offer the same incentives. To truly hold on to your best people, consider tying them to your company with golden handcuffs.

High-performing employees are often the most valuable assets in a company. Customers, products, technology,

inventory and many other assets come

and go. A company that cannot hold on to its best employees, however, likely cannot grow.

Yet few companies take any formal

steps to minimize the risk of losing

top employees. Sure, you pay your best

employees well and presumably have

a great culture and work environment.

But your competitors can offer the same

incentives. To truly hold on to your best

people, consider tying them to your

company with golden handcuffs.

"Golden handcuffs" is a generic term

describing a wide range of programs that

share one core purpose: to incentivize top

employees to stay with your company

for the long term. There are many types

of programs: incentive compensation

plans, stock options, phantom stock, stock

appreciation rights, synthetic equity

programs, share bonus plans and more.

Making things even more confusing,

each of these types of programs has

variations in its design and operation.

This complexity makes it difficult to

approach these programs and select a

plan design that best fits the situation.

However, learning about golden handcuffs

programs is worth the effort. They offer

a unique combination of advantages and

benefits that can help your company

reduce risk, propel growth and maximize

value at exit.

Companies that design and implement

effective golden handcuff plans can

accomplish the following seven important

outcomes:

1. Reduce the risk of top

employees leaving prematurely

or unexpectedly.

Golden handcuff plans offer a future

approach these programs and select a plan design that best fits the situation. However, learning about golden handcuffs programs is worth the effort. They offer a unique combination of advantages and benefits that can help your company reduce risk, propel growth and maximize value at exit.

Companies that design and implement effective golden handcuff plans can accomplish the following seven important outcomes:

1. Reduce the risk of top employees leaving prematurely or unexpectedly.

Golden handcuff plans offer a future

GOWA Newsletter
Third page Ad
8 inches wide x 3.3 inches tall

page - 4

GOWA Newsletter
Quarter page Ad
3.9 inches wide x 5 inches tall

page - 3

BUSINESS ISSUES

7 Reasons to Put Golden Handcuffs on Your Best Employees

By: Patrick Ungashick, Pumper Magazine, February 2020

Create a solid plan to encourage your top employees to stick around; but tread lightly when it comes to giving up equity in the company.

High-performing employees are often the most valuable assets in a company. Customers, products, technology, inventory and many other assets come and go. A company that cannot hold on to its best employees, however, likely cannot grow.

Yet few companies take any formal steps to minimize the risk of losing top employees. Sure, you pay your best employees well and presumably have a great culture and work environment.

But your competitors can offer the same incentives. To truly hold on to your best people, consider tying them to your company with golden handcuffs.

High-performing employees are often the most valuable assets in a company. Customers, products, technology,

inventory and many other assets come

and go. A company that cannot hold on to its best employees, however, likely cannot grow.

Yet few companies take any formal

steps to minimize the risk of losing

top employees. Sure, you pay your best

employees well and presumably have

a great culture and work environment.

But your competitors can offer the same

incentives. To truly hold on to your best

people, consider tying them to your

company with golden handcuffs.

"Golden handcuffs" is a generic term

describing a wide range of programs that

share one core purpose: to incentivize top

employees to stay with your company

for the long term. There are many types

of programs: incentive compensation

plans, stock options, phantom stock, stock

appreciation rights, synthetic equity

programs, share bonus plans and more.

Making things even more confusing,

each of these types of programs has

variations in its design and operation.

This complexity makes it difficult to

approach these programs and select a

plan design that best fits the situation.

However, learning about golden handcuffs

programs is worth the effort. They offer

a unique combination of advantages and

benefits that can help your company

reduce risk, propel growth and maximize

value at exit.

Companies that design and implement

effective golden handcuff plans can

accomplish the following seven important

outcomes:

1. Reduce the risk of top employees leaving prematurely or unexpectedly.

Golden handcuff plans offer a future

compensation payout that's partially

or completely forfeited if the employee

terminates employment prior to an

agreed-upon date (such as retirement

age) or an event (such as the sale of the

company). To create the desired impact,

the potential compensation amount must

be significant – typically several times

the employee's current annual income or

more.

2. Incent top employees to help create long-term, sustained company growth.

The potential for a future compensation

payout orients the employee toward

achieving the company's business goals,

especially if the payout amount is tied to

long-term company growth.

Yet few companies take any formal

steps to minimize the risk of losing

top employees. Sure, you pay your best

employees well and presumably have

a great culture and work environment.

This complexity makes it difficult to approach

these programs and select a plan

design that best fits the situation.

However, learning about golden handcuffs

programs is worth the effort. They offer

a unique combination of advantages and

benefits that can help your company

reduce risk, propel growth and maximize

value at exit.

Companies that design and implement

effective golden handcuff plans can

accomplish the following seven important

outcomes:

3. Create incentives for top job candidates to join your company.

A golden handcuffs program offered

to a desired recruit – in addition to

competitive pay and compelling career

opportunities – can be the tipping point

that convinces an important hire to join

your business.

4. Protect the company against the risk of losing customers, other employees or trade secrets should an employee who has those relationships and information leave.

Golden handcuff plans should include a

legal agreement that commonly includes

provisions such as noncompete,

[continued]

Please email your completed form and artwork to Jenna Brown at jbrown@asginfo.net

Rates and Specifications:

GOWA's Newsletter is published twice per year and distributed to all GOWA members and health departments in the state.

Showcase your products and services to Georgia's Onsite Wastewater Community

Ad Size/Placement	Dimensions of Ad	Single Issue	Annual (two issues)	Non-Member
1/2 Page Back Cover	8 inches wide x 5 inches tall	\$500	\$450/ea.	\$750
Full Page Inside Cover	8 inches wide x 10.50 inches tall	\$750	\$675/ea.	\$1,000
Full Page	8 inches wide x 10.50 inches tall	\$500	\$450/ea.	\$750
1/2 Page	8 inches wide x 5 inches tall	\$300	\$250/ea.	\$500
1/3 Page	8 inches wide x 3.30 inches tall	\$250	\$225/ea.	\$400
1/4 Page	3.90 inches wide x 5 inches tall	\$200	\$175/ea.	\$300

File types and specifications:

Create your ad at 100% size of the final finished size listed above.

Most ads are submitted as high resolution .pdf (X-1a:2001) files which are compatible with Acrobat 4 and later. Please build your ads at 100% of the size they will run and in the orientation (horizontal or vertical) specified above. Crop marks and bleed room are not necessary as all ads run within the document margin.

We can accept packaged .ai, .ps, and .indd with all fonts and images. Other accepted file types are .jpg and .png, but please make sure these files are of good quality at the size the ad will run. A good quality image will be 300 ppi or more. Word document files and PowerPoint files are not preferred, but can be accepted at the editor's discretion.

Please email your completed form and artwork to Jenna Brown at jbrown@asginfo.net

Sign Me Up: for GOWA NEWS Advertising!

Company: _____

Contact Name: _____ Email: _____

Phone: _____ Fax: _____

Mailing Address _____

City: _____ State: _____ Zip: _____

Check One		
Ad Placement / Size	Single	Annual
		Non-Member
Total Due:		

Payment Options:

<input type="checkbox"/> Invoice Me
<input type="checkbox"/> Check enclosed payable to Georgia Onsite Wastewater Association
<input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover
Card #: _____
Exp. date: _____ / _____ Verification #: _____
Name: _____
Billing Address: _____
City, State, Zip: _____
Signature _____
Date _____



**Fill out form and send to GOWA
one of three ways listed below.**

Mail to: GOWA
 P.O. Box 2946
 LaGrange, GA 30241

or
Email to: jbrown@asginfo.net

Questions? You may reach us by telephone at: 706-407-2552

Please email your completed form and artwork to Jenna Brown at jbrown@asginfo.net