

ECTC MISSION STATEMENT

The Erosion Control Technology Council (ECTC) is committed to promoting cost-effective erosion and sediment control solutions through leadership, standardization and education. ECTC assists agencies, engineers, designers, contractors and other entities in the proper application, installation and specification of erosion control technologies while establishing guidelines for product quality, testing and performance.

QDOR Update

ECTC membership has adopted guidelines for the implementation of the Quality and Data Oversight and Review (QDOR) program. Progress has been made by allowing public comment on the program and finalizing the initial draft of the guidance manual. Further, construction of online submittal and data warehousing tools has been undertaken and initial plans completed. ECTC membership will meet in early August to finalize the initialization of the program. When completed, QDOR will provide the most comprehensive database of Rolled Erosion Control Product (RECP) information available and serve as a foundation for end users to compare products and conduct site-specific design. Specifiers, inspectors and regulators within the RECP industry will benefit from knowing the QDOR listed materials have undergone a standardized review process. Monitor www.ectc.org to follow the progress of QDOR.



SPECIAL POINTS OF INTEREST:

- QDOR Update
- Get to Know ECTC's Chairman
- Spotlight on SRFRs
- ECTC Meeting Updates
- The Evolution of ECTC
- Travel Tips in a Struggling Economy

ECTC Board of Directors



From left to right Laurie Honnigford, Tony Johnson, Mark Myrowich, Brad Braden, Chad Lipscomb and Tim Lancaster

The ECTC Board of Directors had their first in person meeting March 31st in Indianapolis. During this Board meeting, Mark Myrowich, ErosionControlBlanket.com requested to step down as the ECTC Treasurer to focus his efforts towards being the ECTC Marketing Committee Chairman. Tony Johnson, American Excel-sior, and At-Large Board member has been appointed Treasurer and Mark Myrowich will stay on the Board of Directors as an At-Large Director.

GET TO KNOW A MEMBER OF THE ECTC BOARD OF DIRECTORS

Number of Years in ECTC Membership: **16**

How did you get into the erosion control industry? **Started work with North American Green in 1989 as Technical Services Manager, after receiving BS degree in Natural Resource/ Environmental Science from Purdue University. Tim Lancaster worked at the USDA-ARS National Soil Erosion Research Lab on Purdue's campus during school.**

If you could live anywhere in the world where would it be and why? **I love the outdoors and enjoy hunting, fishing, skiing and golfing. So, anywhere with plenty of wild space would be fine. Ideally? North in the summer, spring and fall, south near the ocean in the winter.**

Where was your last vacation? **Florida Keys**

Where is your next vacation? **Skiing in New Hampshire**

If you won the lottery, what would you do first? **Faint**

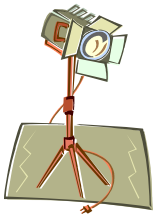
Favorite Book or what are you reading right now? **A collection of outdoor magazines I receive monthly.**

Favorite Movie? **Christmas Vacation**

Favorite Music/Band/Artist? **Country and classic rock**



Tim Lancaster,
ECTC Chairman



SPOTLIGHT ON SRFRS

In an industry of acronyms it is sometimes difficult to keep up with ever changing industry

terminology. The Erosion Control Technology Council expanded its membership base in 2006-2007 to include Sediment Retention Fiber Rolls (SRFRs), also known as "wattles", "socks" or "tubes."

A Sediment Retention Fiber Roll is a manufactured 3-dimensional device of a specified filler material encapsulated within a flexible containment material utilized in sediment flow control applications. There are many examples of filler materials that may be used in Sediment Retention Fiber Rolls. Some of these materials are: compost, rice straw, wheat straw, excelsior fiber and wood fiber.

SRFRs slow or disperse runoff, thereby reducing soil erosion, and

increasing infiltration. SRFRs reduce sediment in runoff through deposition, filtration, or both, thereby reducing the amount of sediment leaving the site perimeters and/or entering retaining ponds, lakes and other water bodies.

The ECTC Technical Committee has created a sub-committee for those manufacturers or suppliers interested in the advancement of the SRFR segment. Jon McDonald, Kristar Enterprise Inc. is the Sub-Committee Chairman and has been spearheading the projects that the SRFR sub-committee have been working on for the past two years.

Currently, the SRFR sub-group has been working on a SRFR product testing study. The goal of this project is to establish a hierarchy system or categorization of the various types of SRFR products from a 12" wheat wattle to a straw bale or a silt fence.

This project should begin in the Fall of 2008 and will be tested at the Colorado State University Hydraulic Testing Lab.

In addition to the products testing project, the SRFR sub-committee is working on the creation of industry terminology specifically geared towards the SRFR technical terms. This terminology will be available on the ECTC website in the near future.



If you have any questions about SRFRs or the projects that ECTC is working on within this group, please contact Laurie Honnigford, ECTC Executive Director at +1-651-554-1895 or laurie@ectc.org.

LIPSCOMB TAKES QDOR BY THE HORNS

The QDOR program that is in the final stages of development by the Erosion Control Technology Council has been a long and involved process. ECTC members have spent countless hours working on this program. Chad Lipscomb, ECTC Vice Chairman and Technical Committee Chair has provided the leadership needed to complete this program.

Lipscomb has been the driving force behind the creation and con-

tent for the QDOR Guidance Document that has been recently approved by the ECTC Directing Membership. The first phase of the QDOR program will be ready to be implemented in fall 2008.

Lipscomb has dedicated a lot of time ensuring that the Guidance Manual is thorough. He has integrated the comments that the industry has made on the contents of the program.



The ECTC Membership and staff are thankful to Chad for the time he has given up on the weekends and evenings to meet the timelines for this project. His work and dedication not only to QDOR but to the advancement of the erosion and sediment control industry will be felt for a long time.

UPDATE ON ECTC PROJECTS AND FUTURE MEETINGS

ECTC is continually working on projects to help enhance not just the ECTC organization but the erosion and sediment control industry. At each of the meetings throughout the year, the ECTC tackles marketing and technical issues to achieve the goals of the organization in a timely and economical manner. The last meeting was held in April 2008 and there were many items on the agenda to push forward. Below you will find a list of projects and their current status.

The Technical Committee is focusing its efforts on the logistics and implementation of the QDOR program. The design and creation of the QDOR online database, the submittal forms that will be a part of the process and the review committee and their responsibilities are the main concentration of effort.

The Technical Committee is also working on a Functional Longevity Scope of Work project, the HECPC categorization document as well as

possible Installation Guides for SRFs and HECPCs similar to that of the current RECP Installation Guide.

ECTC also submitted an abstract for IECA 2009 and will be presenting a paper at the conference regarding QDOR and its benefits for the end user as well as the manufacturer.

The Marketing Committee is working hard to establish an exciting marketing plan for the QDOR program. The committee is in the process of creating marketing material to educate end users on the benefits of the QDOR program.

The Marketing Committee is also in the early stages of creating HECPC and SRF Installation video scripts to mirror the 2005 RECP Installation video. In addition, due to the high volume of requests for the RECP video, marketing purchased another 500 DVDs in spring 2008 to keep up with the demand. Marketing is also in the process of creating several "Tips of the Week" to air in the near future on ESCN.tv. A few of the other

projects being worked on by the ECTC Marketing committee include: EPA fact sheets for RECPs, SRFs and HECPCs, Biodegradability article and making major changes and additions to the ECTC website.

ECTC will be meeting August 12-14 in Minneapolis. The next ECTC meeting will be December 2-4, 2008 in Miami, FL at the Doubletree Coconut Grove Hotel. For more information on upcoming ECTC meetings or further clarification on the projects currently being worked on, please contact Jilien Harvey, Project Manager, at +1-651-554-1895 or Jilien@ectc.org.



EVOLUTION: ECTC THROUGH THE YEARS

BY: LAURIE HONNIGFORD, ECTC EXECUTIVE DIRECTOR

The Erosion Control Technology Council (ECTC), like all organizations, is the product of an evolutionary process. As market factors have changed, ECTC has changed with the times. ECTC began when a group of rolled erosion control product manufacturers got together in 1992 with the common purpose of standardizing testing protocols, design specifications and installation uniformity. Additionally, those original ECTC members wanted to promote the growth of the industry through education and leadership.

The early days of ECTC focused on standardizing the terminology and definitions used to describe various types of rolled erosion control products. Then, the development of test standards began and a guidance document was written for testing. As the evolution continued, ECTC implemented training courses and videos on RECP installation instruction.

It seems the more things change, the more they stay the same. The original goals are still central to the group; however the product mix has expanded to include other products commonly used in the erosion and sediment control industry. In 2006, ECTC expanded the scope of the members to include manufacturers of hydraulically applied erosion control products (HECPs) and sediment retention fiber rolls (SRFRs) (more commonly known as wattles) in the group. The manufacturers of these products have begun to work on defining product category hierarchies, testing standardization, and installation uniformity. The goal of the organization is to promote the proper use and installation of RECPs, HECPs and SRFRs and how these

products can be used synergistically on a job site to obtain great performance.

Recently ECTC has focused its efforts on the development of QDOR – or Quality Data Oversight Review program that was launched in spring 2008. The purpose of this program is to assist end users of erosion control products in specifying and using the proper type of erosion / sediment control product on their jobs. QDOR will allow end users the ability to compare product values on an “apples to apples” comparison based on the data generated from the testing and field performance.

Each product submitted to the program will be tested under similar test methods that are based upon field conditions. The implementation of the QDOR program will provide a source of guidance to end users for comparing products easily. This will give the end user comparable data to work with and make product selection a more seamless task. The program was launched for the rolled erosion control products this year, but other products will be added to the program as the work on terminology and standards is completed.

ECTC hopes that end users will look for the QDOR logo and begin specifying that products must meet the QDOR standard to be used on their jobs.

ECTC’s website contains a number of resources to assist erosion and sediment control officials in product selection and design. Please visit our site at www.ectc.org for answers to questions about these important topics.

ECTC will be one of the leaders as the erosion and sediment control industry continues its evolution. As active participants in the erosion and sediment control industry, the members recognize that they have a responsibility to the industry and to the environment. ECTC maintains an ethical and cooperative attitude through its diverse membership. The talents of ECTC’s members keep moving the organization forward and toward a better future.

For more information on ECTC or QDOR, contact Laurie Honnigford, ECTC Executive Director at +1-651-554-1895 or laurie@ectc.org



REMEMBER THAT SONG... "I KNOW MY INTENTIONS ARE GOOD?"

Ever feel that way? Poor communication within a company means low morale, high turnover, diminished productivity. Without respectful and purposeful communication, collaboration collapses, teamwork deteriorates, and costs rise, yet many organizations still consider communications/interpersonal skills as "soft skill" training. The reality is that nothing impacts business success more than an ability to successfully communicate point of view. When each person within an organization maintains accountability for the impact of his/her words, and for the results those words receive, organizations flourish and so do the people working within them.

This is not about communicating more. More poor communications just means that more people will be angry, frustrated and ineffective. It's about communicating better; about establishing a common ground, sharing and listening and caring about what the other person is thinking or saying.

Whether it's e-mail, a major presentation, a lunch sales meeting, a F2F

networking event, or an informal communication in the hall, it's not just what we say, it's how we say it, how purposeful we are, and how respectful the communication message is, that will determine whether we get results, get great results or get sabotaged.

If you're a soul whose intentions are good, here are a few things to consider:

1) **Say what you mean.** If you intend to make a statement, don't make it sound like a question. If you need something by a certain deadline, provide the deadline and the reason why you need it when you need it. When you know your idea has merit, or at least think that it does, don't begin with a disclaimer: This may not really seem that important but.... To paraphrase Nelson Mandela, diminishing your light does not make another person's light grow stronger. "Your playing small does not serve the world."

2) **Mean what you say.** Be purposeful. What is your communication goal? And, if you really want what you say you do, what would you say, and how

would you act? Ask yourself that at your next staff meeting, and at your next family dinner.

3) **Don't be mean when you say it.** It turns out that our mothers were right; it is how you say what you say that can make all the difference. Can you frame your message so that it will be more appealing to your listener or reader to do what you want? It just makes good sense to invite them to participate, rather than mandate that they do. Help them to buy in to your point of view by showing them how they benefit. Lead them by presenting your perspective in a way that they can embrace. Being respectful and positive leads to more respectful and positive relationships. And, if you're trying to lead a team, it's good to remember what our mamas told us too, "You can lead a horse to water but you can't make him drink." An effective influencer doesn't try to make anyone do anything; instead, they motivate, encourage and invite success.

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TRAVEL TIPS IN A STRUGGLING ECONOMY

BY: JILLEN HARVEY, ECTC PROJECT MANAGER

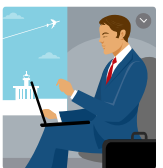
We all know that our economy is struggling and the fact of the matter is we must continue increasing revenue which means traveling to projects and visiting customers. In an unstable economy, travel is typically the first resource cut from most companies. However, there are a few websites, tips and resources we can all use to be smarter and more savvy business travelers.

Websites such as www.igougo.com or www.kayak.com are easy to use and they allow you to compare multiple discount travel websites at the same

time. You can choose to view prices on Travelocity, Hotwire, Orbitz, Expedia and much more. They allow for you to compare flights, hotels, car rental and vacation packages. Generally, when booking hotels it is best to book your room directly with the hotel and ask for the lowest available rate or if you are a AAA member or with a group or organization that frequents that property. Hotels do offer cheaper rates online, however, in a sold out situation, most hotel chains, "walk or bump" those guests that booked on discount sites.

The other issue to consider when traveling today is the added fees and the lack of service that the airlines are giving their travelers. Today, frequent flier programs are increasing fees, and it is harder to obtain tickets with your increasing travel points. Airlines are discontinuing many services including in-flight movies, food service and on some carriers, no beverage service. The cost to check baggage is annoying to most travelers.

The best we can all do is stay informed on the growing changes in the industry and prepare for a bumpy flight ahead.



Access ECTC's Knowledge Bank

www.ectc.org

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Who We Are

Members of the ECTC are committed to promoting the proper use of RECPs, SRFs and HECs by providing education and industry leadership. For more information, visit our Website or contact any of the Directing Members listed here.

American Excelsior Company

Central Fiber

Colbond Inc.

Conwed Plastics

EarthSaver

East Coast Erosion Blankets, LLC

ErosionControlBlanket.com

Kristar

Mat, Inc.

Mulch & Seed Innovations

North American Green

Phoenix Paper

Profile Products LLC

Propex

Western Excelsior Corp.

CALENDAR OF ECTC AND INDUSTRY EVENTS

StormCon

August 3-7, 2008
Orlando, FL
www.stormcon.com

ECTC Trimester Meeting

August 11-13, 2008
Minneapolis, MN
www.ectc.org

ECTC Trimester Meeting

December 2-4, 2008
Miami, FL
www.ectc.org

ASTM D17 and D35

January 25-30, 2009
Atlanta, GA
www.astm.org

IECA Annual Conference and Expo

February 9-12, 2009
Reno, NV
www.ieca.org

Geosynthetics Conference

February 25-27, 2009
Salt Lake City, UT
www.geoshow.info

ECTC NEWSLETTER EDITOR



ECTC Communicator Editor: Scott Nelson
Geo-Synthetics, Inc.

If you have any suggestions for this newsletter, contact Jilien Harvey at Jilien@honnigford.com

NEW MEMBERS

ECTC would like to welcome the following members who have joined ECTC in 2008

Corporate Associate

Aqua Terra