



# Opening Session – “Let’s Make A Deal”

The clock says it’s 8:30 a.m. on Wednesday, March 24. It’s time to kick off the Opening Session in Concert Hall. KRWA Director Sam Atherton gave an enthusiastic welcome to the conference .. and to the opening skit, “Let’s Make A Deal.”

Local actor Monte Wheeler played the role of Monte Hall. In a gig patterned after the famous TV show of the 1960’s, Wheeler arrived dressed in a cheesy plaid jacket and an outlandish tie. He interviewed several ‘special’ guest attendees who came prepared to make a scene. Those included Santa Claus, Rudolph, a clown, a cowboy and princess and a leprechaun – all vying for the spotlight to be

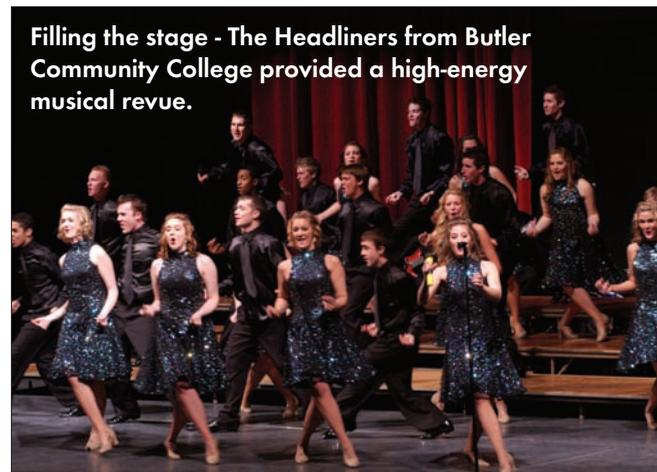
chosen as the contestant to win prizes behind Curtains 1, 2, or 3. Some surprises were there, including winning “Duryea for a day” – with KRWA Tech Greg Duryea in an orange prison suit, pushing a bucket and mop. Or cases of bottled water; or some of the KRWA Water Board Bible series of handbooks. It was all fun. People laughed; a good time was had by all. And, three lucky audience winners won crisp new \$50 bills as they captured Frisbees launched



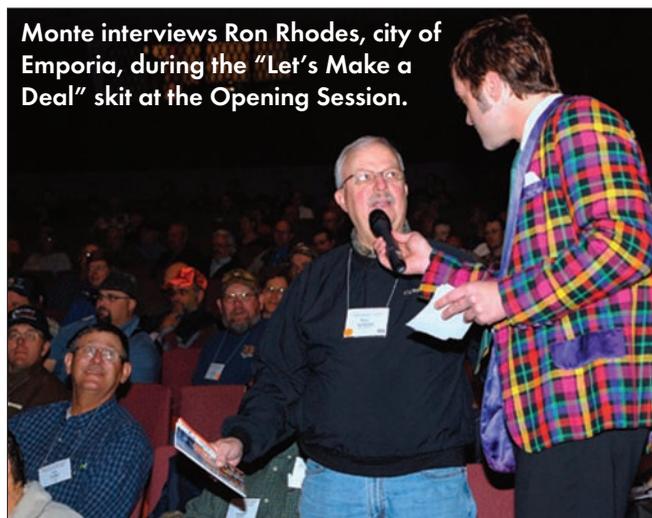
KRWA Board President Dennis Schwartz welcomes 295 cities and 190 rural water systems to the 2009 conference.

into the audience by KRWA’s conference assistant Rita Clary. This skit was just a warm up for Wheeler who strode to the stage and gave an Oscar-level a cappella performance of the National Anthem. A prayer of thanksgiving was led by KRWA Director Patricia Shaffer followed by welcomes from Association President Dennis Schwartz and Jacob House, Manager of Century II Convention Center.

Next up? The Headliners from Butler Community College provided a solid 30-minute musical revue. This talented group, under the direction of Valerie Lippold Mack, received a standing ovation from all those assembled in Concert Hall.



Filling the stage - The Headliners from Butler Community College provided a high-energy musical revue.



Monte interviews Ron Rhodes, city of Emporia, during the “Let’s Make a Deal” skit at the Opening Session.



KRWA assistant Rita Clary shows off another Zonk prize – cases of bottled water.

## Steven Iwersen says, "Let's Make A Deal"

Steven Iwersen, national speaker and leadership specialist, kicked off the Opening Session on Wednesday morning with the conference keynote. Steven's address challenged the audience to increase potential by creating and acting on innovative ideas – and to understand how attitude can influence others.

Iwersen cited many examples of innovation – all that began as just one idea. He recalled how John Hays, Water Superintendent at Washington, Iowa recently developed a chlorine generator, that with an electrical charge and salt, can take dirty river water and treat it for drinking. University of Iowa students were so inspired that they took the \$190 generator and created a hand-held unit that now only costs \$5 and which is being used to treat drinking water around the world.

"Innovative ideas fit us – and also stretches us," Steven said. Whether it's a decline in population facing your



Steven Iwersen: "Help create opportunities for others so they can make winning choices."

water system or town, Iwersen suggested to not be afraid to ask questions. "Choose your attitude," he said. Iwersen's advice? "Ask three questions: why, why not and what could be? The 'why' reveals opportunity to gain understanding; the 'why not' starts to give us greater perspective; the 'what could be' creates the options," he explained. He closed by challenging everyone to see the personal worth of others because that is of greater value than all the "stuff" that surrounds us – and to create opportunities for others so that they can make winning choices.

Iwersen's capacity as a master storyteller and facilitator was

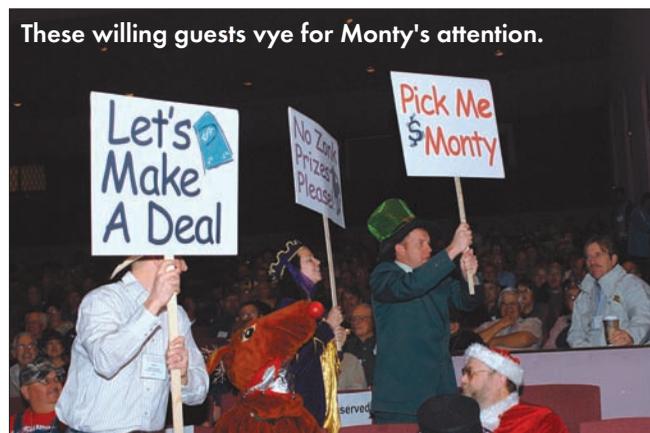
unquestioned. His presentation was both uplifting and entertaining; he received a standing ovation.



Greg Duryea has wheels – but only under his mop bucket.



A standing ovation to the Butler Community College Headliners for their spirited performance.



These willing guests vye for Monty's attention.



### Donuts, donuts and more donuts ...

KRWA conference-goers consumed 3,180 donuts or muffins, 2,040 cookies, 15 gallons of mixed fruit and 11 gallons of orange juice, plus popcorn, sodas and many gallons of coffee.