

Dear Fellow RMCA Member,

As an organization and as owners we have always wished there was a way to prevent our customers from washing in their driveway, yet it always seemed like an impossible, uphill battle. On July 30, 2011, I had the opportunity to speak to a group of Douglas County and Cherry Creek teachers about this very subject. Will it change wash habits this year? Probably not. I remember 30 years ago walking out behind our house to dump the old oil I just took out of the car. Someone started the education process then and so we start today.

The RMCA has been in partnership with the Douglas County Water Resource Authority for the past year on education opportunities. Our first public opportunity came on a beautiful Saturday afternoon at their offices in Highlands Ranch. About 10 teachers from the South Metro area gave up their weekend to come learn about water. The presentation went great, the teachers asked lots of questions and were very enthused about the information. The most amazing thing to me was that among the group of 10 college-educated teachers, NOT ONE understood the difference between sanitary sewer and storm water drains!

Doug Campbell from the DCWRA sent the following email after the presentation:

Thank you! It went great, and we had some very good comments afterward. I'll make sure to post on our website!

We're beginning to do some planning for next year, and there have been some thoughts as to how we want to incorporate more of this into our efforts in 2012. I'll reach out as soon as I have a better sense of overall direction.

Thanks again!

*Douglas Campbell
Education Coordinator
Douglas County Water Resource Authority
www.dcwater.org*

To see the presentation, go to www.rmcwa.com. I will keep you updated on future events and how your store can help educate our future customers.

Regards,

Aaron Green
President
RMCA