

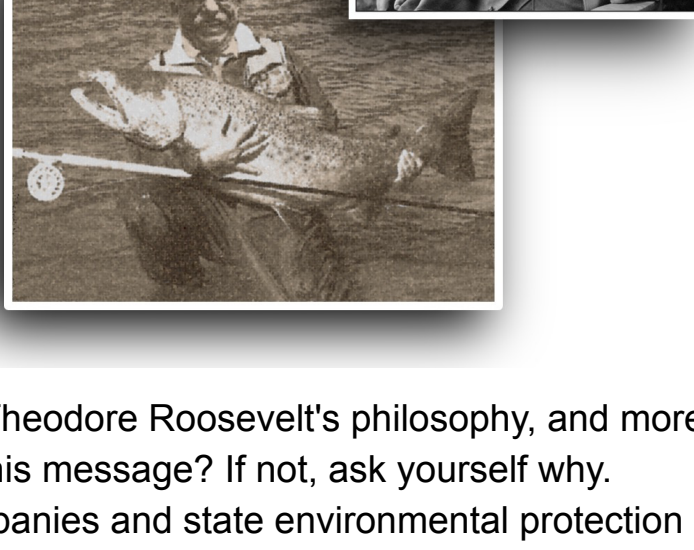
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The Water We Share: Striking a Harmonious Balance Between Economic Growth and Conservation

"The Nation Behaves Well if it treats natural resources as assets, which it must turn over to the next generation increased and not impaired in value!" - Theodore Roosevelt, 1910

President Roosevelt's statement implies that the greatness of America is not solely determined by financially successful individuals, but also by the efforts of federal, state, and local watershed regulators who hold polluters accountable for their illicit discharges.



Question: Is your state government aligning with Theodore Roosevelt's philosophy, and more importantly, are YOU embodying the essence of this message? If not, ask yourself why. In the present day, I observe many individual companies and state environmental protection agencies failing to uphold this principle. I am not referring to climate change; rather, I am addressing the non-compliance with and enforcement of environmental protection rules and regulations that Congress established over half a century ago to safeguard our environment from erosion and water pollution.

Although we have the National Pollutant Discharge Elimination System (NPDES) in place since 1972 under the Clean Water Act, making it illegal to discharge pollutants into Waters of the United States (WOTUS) without an NPDES permit, its effectiveness relies on government compliance and enforcement. We, as a nation, must remain true to the foundation that has made us exceptional.

A robust economy is essential for environmental protection, as it requires financial resources. We must recognize the symbiotic relationship between a healthy economy and environmental sustainability. Conversely, prioritizing economic growth at the expense of water quality is detrimental.

In metropolitan Atlanta and various other regions, concerns extend beyond water quality to water volume. Compliance with Safe Drinking Water Act standards ensures clean water from taps, but we must also address issues like maintaining adequate water levels in lakes such as Lanier to accommodate the growing population in our watersheds.

To distill my point into practical terms, neglecting the proper design, installation, and maintenance of Best Management Practices (BMPs) is a disregard for the hard-earned lessons of those who faced similar challenges in the past. Laws enacted in 1987 to combat issues like sediment were initially effective but are now inadequately enforced by states and the USEPA. There is a tendency to turn away from solutions that once improved our watersheds.



Today, my plea is directed at land developers: do not measure the success of a project solely by short-term financial gains. A successful project should not only be financially profitable but also incorporate the design, installation, and maintenance of stormwater pollution prevention plans to protect the beneficial uses of the watersheds they discharge into.

T. Luke Owen, PG MS4CECI MS4GIT Founder/President
NPDES Stormwater Training Institute

Quick Links

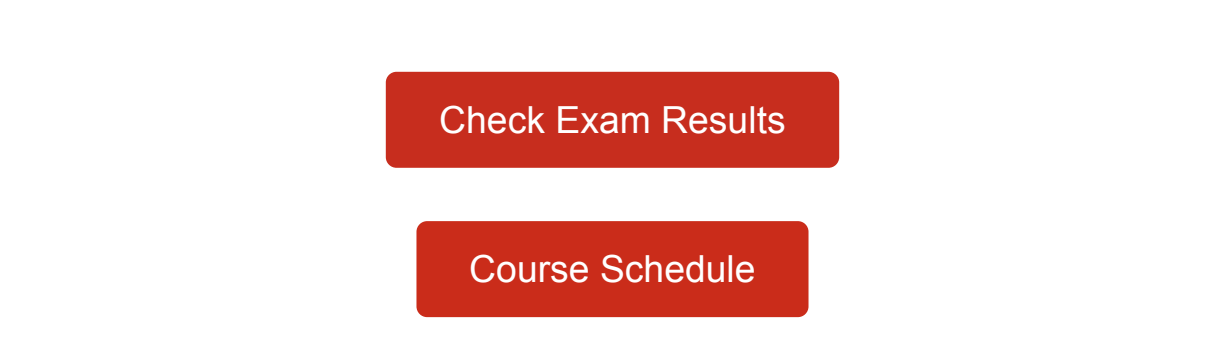
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GEOs, Site Inspections & State Waters

Trees & Construction, Site Inspections & State Waters

CLASSROOM COURSES

Level 1A, Level 1B or Level II

Protecting Our Water: The Hidden Impact of Cigarette Butts

Did you know that cigarette butts, those seemingly innocuous littered items, have a profoundly detrimental impact on water quality and aquatic life? As a dedicated stormwater management company that is passionate about protecting water quality for our fellow Americans, we're here to shed light on this issue.

Cigarette butts are not just discarded filters; they are primarily made of plastic and contain a cocktail of harmful chemicals. Even after they degrade (which can take up to a decade), these toxic chemicals persist, leaching into our waterways and wreaking havoc on aquatic ecosystems.

Not only do these tiny but deadly pollutants harm aquatic biology, but they also pose a significant risk to our drinking water. Researchers have found an alarming amount of cigarette butts inside the bodies of deceased sea birds, sea turtles, fish, and dolphins. Moreover, [this 2011 study](#) revealed that the chemicals leaching from cigarette butts can be lethal to freshwater and marine fish species, further deteriorating the health of our water systems.



That all being said, responsible disposal is within our reach: Smokers can and must make a difference by using designated smoking areas or carrying "pocket ashtrays" to prevent cigarette butt pollution. And smokers and non-smokers alike can participate in initiatives like "The Great Global Cleanup" and "World Cleanup Day," which focus on working together to combat cigarette butt pollution and safeguard our waterways.

At the NPDES Training Institute, we believe that the increasing abundance of cigarette butts in our watersheds poses a significant threat to our core mission of "Keeping Water in our Life and Life in our Water." The following articles go into more depth about this pressing issue. By sharing them with your family, friends, and coworkers, we are confident that your support will help us achieve our unified mission!

<https://www.earthday.org/tiny-but-deadly-cigarette-butts-are-the-most-commonly-polluted-plastic/>
<https://hakaiamagazine.com/videos-visuals/in-graphic-detail-cigarette-butt-research-is-lighting-up/>

MS4CECI

MS4 Compliance & Enforcement Certified Inspector



Initial 2-Day Classroom/Field Course

Recertification 4-Hour Course

Recertification 4-Hour Course Classroom

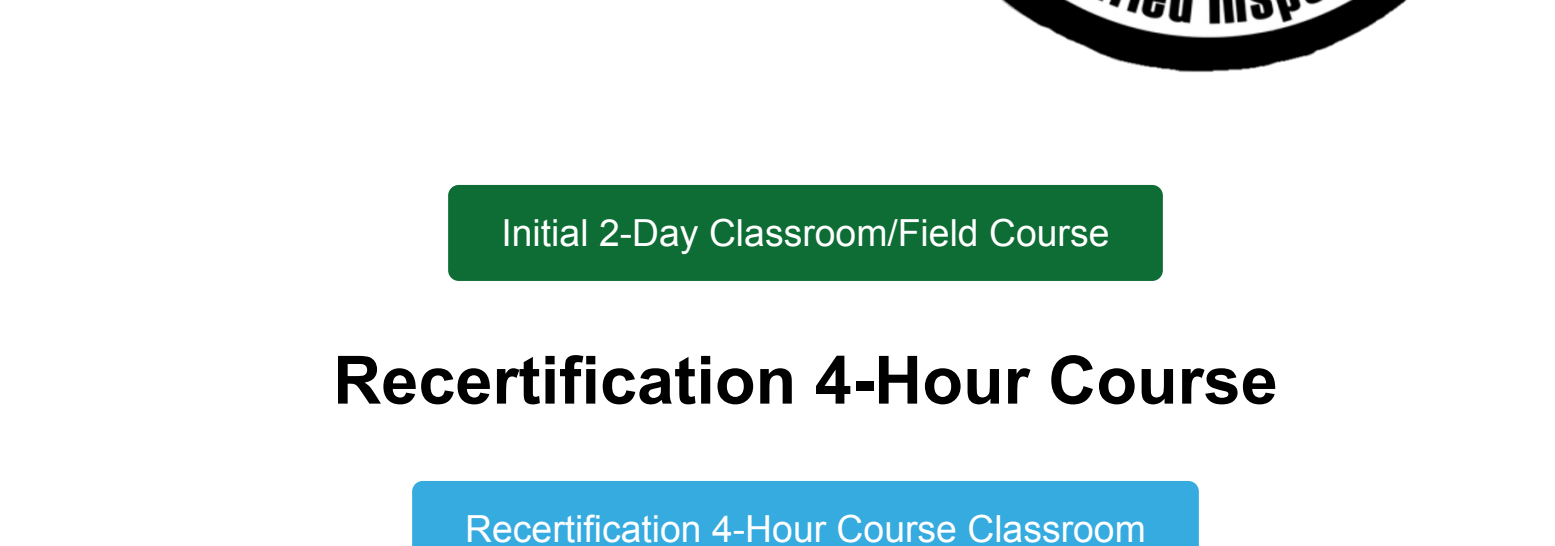
Recertification 4-Hour Course Online

MS4CECI Course Information

One of our most popular courses, this 2-day seminar is developed and designed specifically for municipal separate storm sewer system (MS4) compliance and enforcement personnel, field inspectors, stormwater managers and consultants, with a focus on MS4 stormwater permit compliance and enforcement responsibilities.

An examination is conducted immediately following classroom instruction. Course attendees are required to achieve a minimum examination score of 70% for their 3-year MS4CECI Certificate.

The MS4CECI course was designed by federal, state and local regulatory personnel as well as stormwater consultants with over 100 years of combined experience in educating MS4 stormwater personnel to manage and perform stormwater inspections of municipal, commercial, industrial and construction activities. The 2-day seminar teaches federal and state stormwater laws as well as local ordinances, and provides instruction on how to perform outfall investigations, prioritize sub watersheds for inspections and properly comply with and enforce the various NPDES permits assigned for MS4s, construction sites and industrial facilities.



Indiana-credentialed individuals: Register for our upcoming virtual (Zoom) MS4CECI Recertification Course! February 8, 2024 8:30 a.m. – 12:30 p.m.

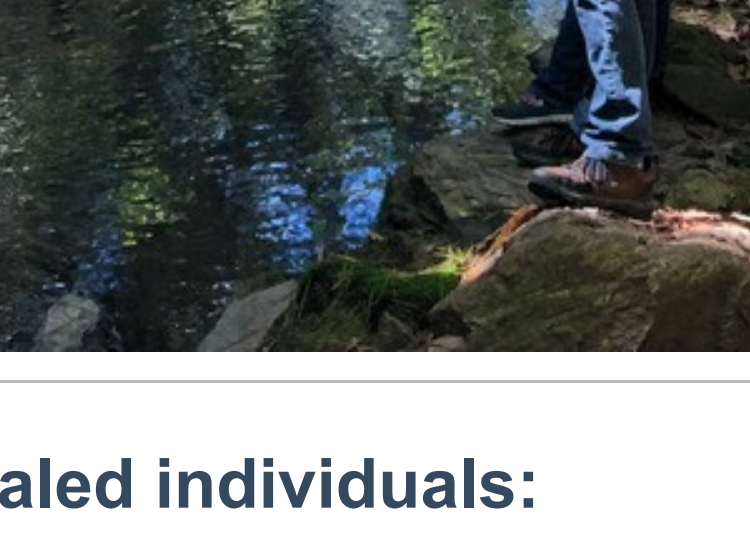
[Click Here to Register](#)

MS4GIT:

MS4 Green Infrastructure Technician



The MS4GIT Course is a 1-day training experience focusing on Green Infrastructure BMPs and their installation & maintenance. Attendees will learn how to identify and solve issues surrounding poor maintenance, as well as avoid GI failures entirely.



This course was designed especially for stormwater managers, stormwater engineers and consultants, MS4 Inspectors and maintenance crews. Upon completion, trainees will have learned to:

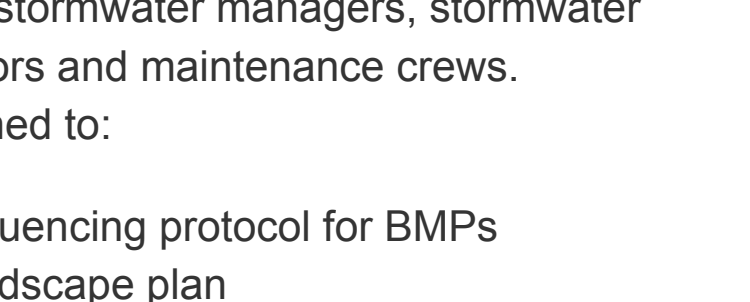
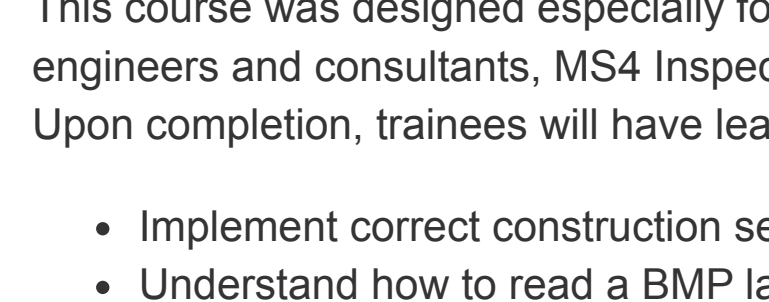
- Implement correct construction sequencing protocol for BMPs
- Understand how to read a BMP landscape plan
- Identify soil mixtures and calculate soil / material volumes
- Identify and select appropriate plants for BMPs
- Understand maintenance requirements of BMPs
- Identify common problems and solutions for BMPs
- Understand how to implement a landscape maintenance plan
- Evaluate plant performance and how to replace failing plants

Register today for our next MS4GIT course! December 6, 2023 8 a.m. – 12 p.m. EST Location: Buford, GA

[Click Here to Register](#)

MS4 Stormwater Inspector

4-Hour Online Course



This course will give you the confidence you need to properly perform a facility inspection. Believe it or not, it's actually fun to work with the compliance community in protecting our watersheds, and that's what this course will help you do!

Everyone agrees that we need to keep our watersheds clean and it's the MS4 Stormwater Inspector that makes all the difference in that regard!

[CLICK HERE](#)

for a Brief Video & Course Description

Call Rita at **678-469-5120**

or if you prefer email Rita@npdestraining.com

[Click Here to Register](#)

We're Here to Serve You!

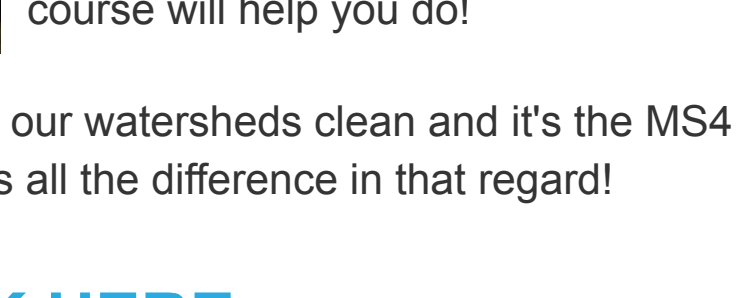
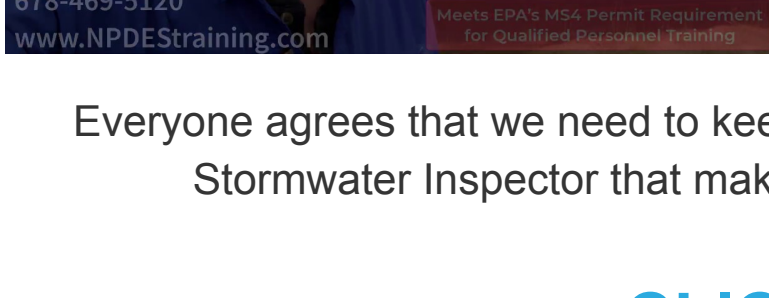
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WE GUARANTEE OUR TRAINING!

Our reputation is built on providing YOU the best stormwater education, taught by **EXPERIENCED INSTRUCTORS** that know how to effectively teach!

You **NEVER** pay twice for the same course you take from us, **EVEN** if you don't pass the test!



YES!!!

We Can Travel To Where
You Work!

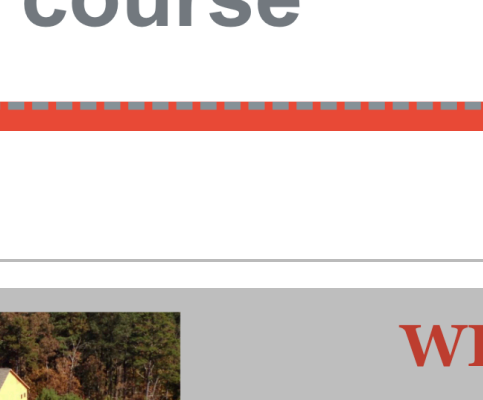
Call Us So We Can Help Make Your Job Easier!

For More Information or to Schedule a Class

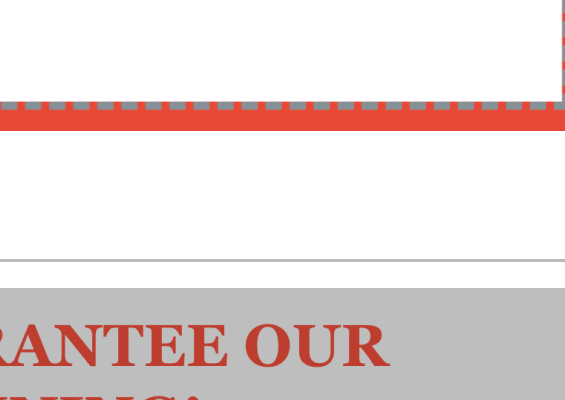
678-469-5120 or Rita@npdestraining.com

[Click Here to Register](#)

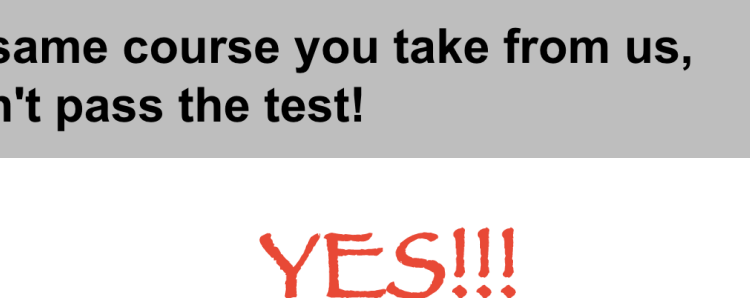
USES



**CLICK TO START
A FREE TRIAL**



For the NPDES Permittee, being able to demonstrate your intent to comply is paramount if you are to be protected from regulatory enforcement actions or third party lawsuits! WaterWatchPRO provides the first step in that regard by relaying daily rainfall data, without you as the superintendent having to worry about recording it yourself. Check it out, hundreds of people have and they love it!



America's past water pollution problems and the pollution we find today in regions like Asia, the Middle East and South America are just another reminder of how important it is that we comply with the Clean Water Act's water quality rules and regulations.

Every time you go fishing, or jump in a lake to take a swim, be grateful for our NPDES permitting program that makes it all possible. Respecting our neighbors downstream is what America is all about and it's the NPDES permit that helps us do that.



Permit compliance is an investment in our nation's future generations, so that our children will also have an equally great place live, swim, fish, boat and hunt tomorrow!

T. Luke Owen, PG MS4CECI MS4GIT
Owner/Operator, Principal Trainer

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