



HOW TO SUCCEED IN SEWER MAINTENANCE AND CONSTRUCTION

“Jump Right In”

Tract: Women in Underground Infrastructure

Tuesday, July 13, 2021

8:30-8:55 am

BY: MICHELLE BEASON, PE

Regional Manager, National Plant Services, Inc.

A Carylton Company





JUMP RIGHT IN!

Join

Understand

Manage

Present

Relationships

Integrity

Get Hands Dirty

Help

Talk

Improve

Never Underestimate
Yourself!



My Current Industry Volunteer Activities

- Board Member, National Association of Sewer Service Companies (NASSCO)
- Chair of NASSCO Infrastructure Assessment Committee
- Auction Committee, NASST Educational Fund Auction
- Board Member, WESTT, Western Chapter of NASTT
- CWEA San Francisco Bay Section Collections Committee
- Co-Author, ASCE Condition Assessment Fact Sheet
- Co-Author, WEF Condition Assessment Fact Sheet

These titles and opportunities aren't just given...they must be earned!



Join Industry Organizations

- Get involved and network!
 - NASSCO
 - ASCE
 - AWWA
 - NASST
 - WEA
 - WEF
 - And many more!
- Join Committees
- Share your knowledge & experience
- Write articles



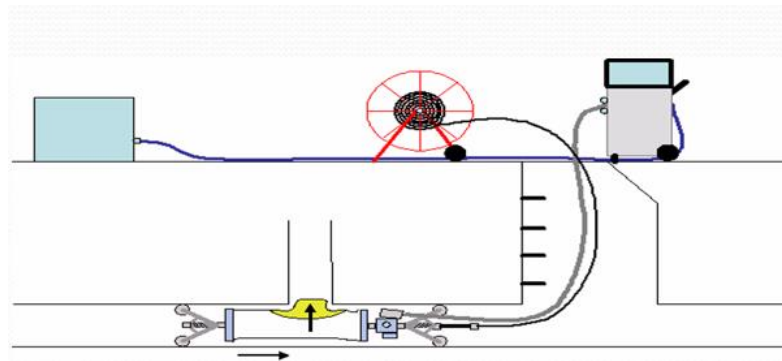
*Michelle Beason, Jennifer Glynn, and
Cindy Preuss, NASTT Educational
Fund Auction*



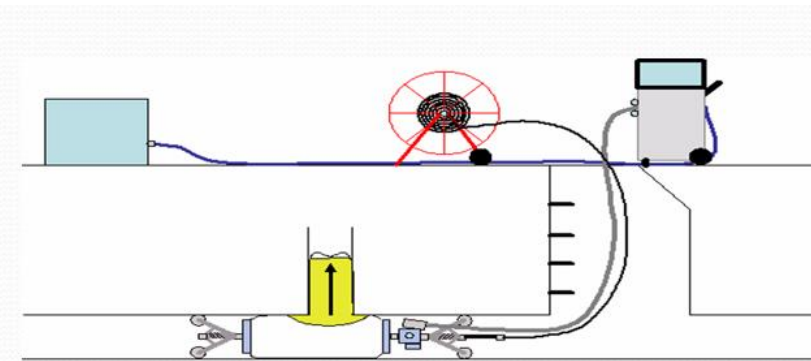
Understand your Subject Area – WELL

- Become a “teacher”
- Ask “how-to” questions
- Create visuals

LATERAL LINING INVERSION PROCESS



Position the packer until the pathfinder engages into the opening of the lateral connection. Make sure the LCR packer takes a center position with the lateral opening.



Set the pressure regulator to an inflation pressure of 10 psi. At first, the pressure is built up in the main pipe. Then pressure will be built up in the lateral connection thereby causing the inversion process to start.



Manage Your Social Media Presence

- LinkedIn is excellent for business
- Facebook is for personal items
- Post regularly
 - Unique content
 - Cool projects
 - Share knowledge
 - Short videos and photos
 - Add a human element



Michelle Beason, PE

Regional Manager at National Plant Services...

1mo • Edited • 🌐

I thought you all would like to see this beauty I stumbled upon today. I've never seen another one like it (in person), have you? This is a 60-inch, 3+ miles long, 70 years old, in-service, wood stave raw water pipeline coming out of a dam in rural Alaska.

(Exact location not posted, intentionally, as I believe in maintaining security for our above-ground assets).



👍❤️🌱 8,021

768 comments • 380,410 views



Like



Comment



Share



Send



380,410 views of your video

My recent 'VIRAL' LinkedIn post, with over 380,000 views.



Present as Often as Possible

- Volunteer at conferences
- Share knowledge and experience – no sales pitches
- Take a ‘teaching’ approach
- Add a lot of videos and photos.
- Nervous? Most people won’t even notice
- Practice makes perfect
- Think of potential questions in advance



*Presenting on our
Kauai CCCP Project
NASST Conference, Chicago, IL*



Relationships are Key

- Build respect and trust with your peers and clients
- Opportunities will arise.
- You must get involved in order to build relationships
- Don't burn bridges – it's a small industry





Integrity/Reputation is Everything

- Never lie or exaggerate
- If you make a mistake, apologize, fix it, and learn from it
- Never bad-mouth your competition
- Your reputation is the most important thing you have





Get Your Hands Dirty

- Only ask others to do what you would do yourself
- Earn respect from your employees/engineers/fellow contractors
- Truly learn what is involved
- Understand the challenges and learn/improve for next time
- Let no task be 'beneath you'



Michelle Beason working alongside the crew, 9' x 6' Box Sewer Rehab Project, San Francisco, CA, 2018.



Plus, being on a project site gives great content for your Social Media Profile

Michelle Beason [SUBSCRIBE](#)

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT 🔍 >

Uploads ▶ [PLAY ALL](#)

- Wooden Stave Raw Water Pipeline**
498 views • 1 month ago
- Smoke Testing by National Plant Services, Inc. - Locat...**
176 views • 2 months ago
- Combined Sewer Interceptor Cleaning and Multi-Sensor...**
241 views • 1 year ago
- CCTV Inspections: Clean to Inspect vs. Inspect to Clean**
427 views • 1 year ago
- Multi-Sensor Sewer Inspections: CCTV, 3D Las...**
1.7K views • 1 year ago

Sampling of Michelle Beason's YouTube Videos



Help the Industry/Volunteer

- Share your knowledge; you will learn in return
- Build your network
- Improve relationships
- Have a voice in industry standards and safety
- Join a committee and fully participate

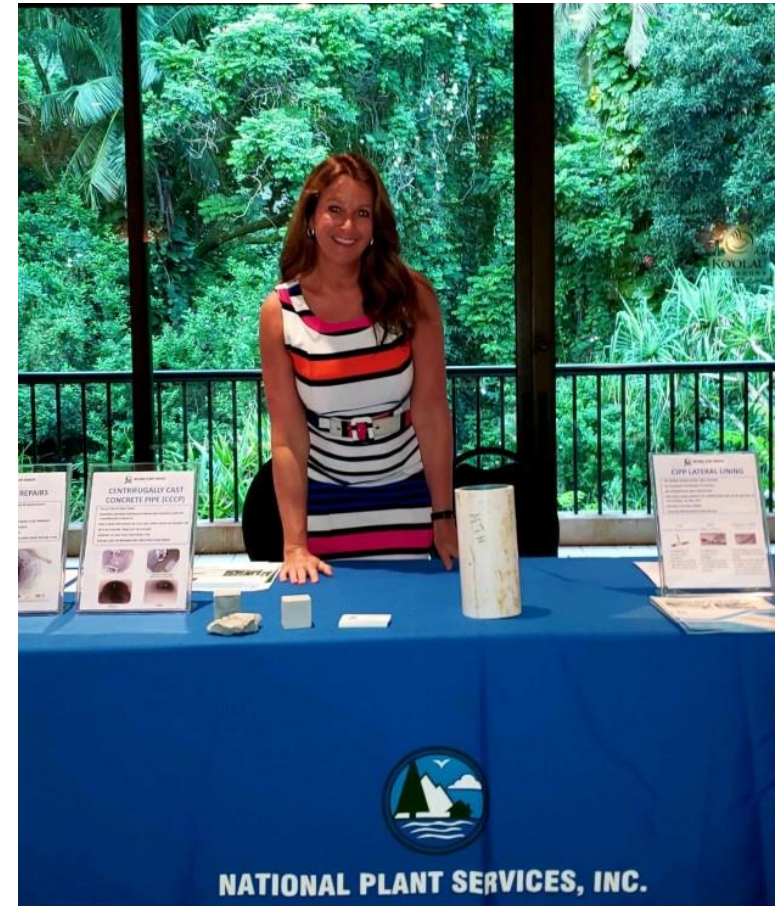


PIPELINE, MAY 2021 – SPRING ISSUE



Take a Stand

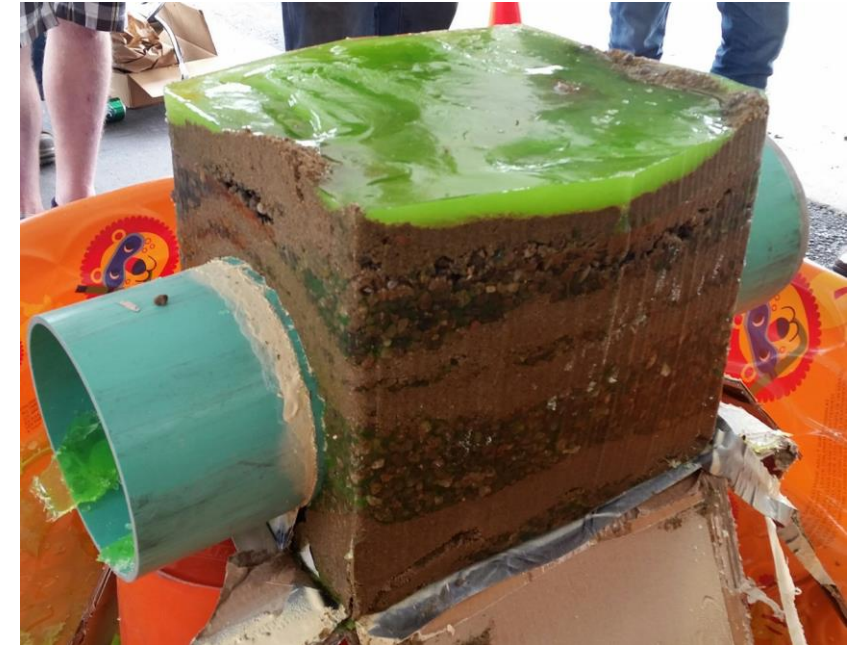
- Exude confidence
- Never be afraid to defend yourself, or to “take a stand”
 - It’s not what you say, but how you say it!
- Keep an open mind; be flexible
- **Be prepared for someone to test or challenge you.**
- Don’t fret later about what you “should have said”





Improve your Knowledge

- Learn from those who “DO”
- Brainstorm with your network on better methods to get work done
- Learn about other technologies
- Attend regular training events
- Ask the field crews, engineers, and suppliers questions
- Hands-on vs. book knowledge is ALWAYS better



“Grout School”



Never Underestimate Yourself

- There will always be those who try to find a negative about you, but 100 others will find a positive.
- A negative can attract a positive.
- Don't worry about what others will think.
- Know your stuff and do your best, and that's all you can do

“Your opinion is none of my business”



Women Impacting Water Profile: Michelle Beason, National Plant Services

Women in Water

Michelle Beason, regional manager for National Plant Services in Hayward, is responsible for her company's sewer and storm water services throughout northern California, Oregon, and Washington.

After a student internship with EPA in her home state of Michigan piqued her interest in environmental work, she earned a Civil Engineering degree from Purdue University, and worked as an engineering consultant, and an asset manager for East Bay MUD. She also opened her own construction company, building homes and installing underground utilities.

Her experience comes through in the dozens of presentations she gives each year, and they in turn demonstrate her advice for both men and women in the water management field: "If you have the confidence to get out there and the drive to make it happen, you can be successful in this industry."





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Present as often as possible

Relationships are key

Integrity/reputation is everything

Get your hands dirty

Help the industry/volunteer

Take a stand

Improve your knowledge

Never underestimate yourself

There is no "Right Time"! Jump Right In, try your best, and learn as you go!

No one knows that you are scared or nervous...but you!



UNDERGROUND CONSTRUCTION TECHNOLOGY

The Underground Utilities Event | July 13-15, 2021 | Music City Center | Nashville, TN

THANK YOU!



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