

# National Water Research Institute

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## **Sponsorship Opportunity for “IWA Specialty Conference on Natural Organic Matter”**

You are invited to become a sponsor of the 2011 IWA Specialty Conference on “Natural Organic Matter: From Source to Tap and Beyond,” the fourth in a series of seminal international conferences devoted to better understanding the dynamics and impacts of natural organic matter (NOM) in drinking water, wastewater, recycled waters, natural waters, and marine systems.

The conference is being organized by the International Water Association (IWA), Urban Water Research Center at the University of California Irvine, and NWRI.

### **About the Conference**

The conference, which will be held **July 27-29, 2011**, in Costa Mesa, California, will feature:

- Plenary sessions with keynote speakers, including Dr. Philip Singer, Dr. Philippe Schmitt-Kopplin, and Dr. Norbert Hertkorn.
- Over 150 presentations, divided into multiple sessions with five tracks in each session.
- A sponsor's reception, featuring over 40 poster presentations.
- One conference dinner.
- An optional pre-conference tour of the Groundwater Replenishment System at the Orange County Water District.

Conference sessions include the molecular characterization of NOM, removal strategies, environmental fate and transport, disinfection byproducts, extracellular polymeric substances, advanced oxidation processes, monitoring, and many others.

### **Current Sponsors**

- Ahlstrom Filtration LLC
- Centre for Water Science, Cranfield University
- Consulate General of Canada
- Hazen & Sawyer
- Orange County Water District
- National Science Foundation
- Southeast Environmental Research Center, Florida International University
- Trojan Technologies

- University of California Center for Hydrologic Modeling
- University of California Office of the President
- U.S. Environmental Protection Agency
- Water Research Foundation

### **Become a Sponsor**

Sponsorship of the IWA Specialty Conference on NOM offers an opportunity for your organization or company to become a part of the discussion about issues that are critical to managing NOM in water supplies.

#### “Gold” Sponsor – \$5,000

- Three (3) complimentary registrations
- One (1) complimentary sponsorship of student attendee
- Company logo on prominent location of conference program
- Promotion as conference sponsor
- Signage recognition at the conference
- One (1) skirted 6-foot tabletop exhibit (optional)

#### “Silver” Sponsor – \$3,000

- Two (2) complimentary registrations
- One (1) complimentary sponsorship of student attendee
- Company logo on conference program
- Promotion as conference sponsor
- Signage recognition at the conference
- One (1) skirted 6-foot tabletop exhibit (optional)

#### “Bronze” Sponsor – \$1,000

- One (1) complimentary registration
- One (1) complimentary sponsorship of student attendee
- Company logo on conference program
- Promotion as conference sponsor

To become a sponsor, please fill in the “Sponsor Prospectus Application Form” online at [www.regonline.com/NOM2011](http://www.regonline.com/NOM2011) (under the “Sponsorship” tab).

## **WaterReuse Report on “Direct Potable Reuse: A Path Forward”**

A report was recently completed that identifies the information and research needed to provide a basis for the feasibility of direct potable reuse (DPR), or the introduction of purified water into a water supply distribution system or the raw water supply immediately upstream of a water treatment plant.

The primary focus of the report is implementing DPR in California; however, the topics discussed (including issues regarding public acceptance, engineering, economics, and regulations) may be applicable to the broader water reuse community.

The 102-page report is divided into six chapters, which include:

- Overview of water recycling in California and the rationale for DPR.
- Summary of prior workshops on DPR, including workshop findings and recommendations.

- Review of DPR projects, such as Windhoek (Namibia), the International Space Station, and Orange County Water District (California).
- Evaluation of DPR technical issues, including engineered storage buffers, measures to enhance reliability, monitoring and constituent detection, future DPR developments, and issues with implementing DPR.
- Identification of public acceptance issues, challenges, and implementation strategies.
- Identification of research needs in areas such as the sizing of engineered storage buffers and blending requirements.

WaterReuse Research Foundation and WaterReuse California published this report in 2011.

Authors include:

- George Tchobanoglous, Ph.D., P.E., University of California, Davis
- Harold Leverenz, Ph.D., P.E., University of California, Davis
- Margaret Nellor, P.E., Nellor Environmental Associates
- James Crook, Ph.D., P.E., Environmental Engineering Consultant

[Please click here to download or view the report online.](http://www.nwri-usa.org/reuse.htm) For related reports, please visit [www.nwri-usa.org/reuse.htm](http://www.nwri-usa.org/reuse.htm).

## **Results of California Municipal Wastewater Recycling Survey Now Online**

The California State Water Resources Control Board has posted online the results of a 2009 survey on the use of recycled water in California.

The primary goals of the survey were to capture (1) the amount of wastewater treated, (2) the amount of recycled water used, and (3) the type of beneficial use. Only publicly-owned wastewater and water recycling agencies were included in the survey.

The results of the survey indicate that 723,845 acre feet of recycled water is being used in California. Of that amount, 29 percent is used towards agricultural irrigation, 18 percent towards landscape irrigation, 5 percent towards groundwater recharge, and less than 1 percent for indirect potable reuse.

Because the number of agencies who initially responded to the survey was limited, water and wastewater agencies are encouraged to update the survey by providing changes or adding new information.

For more information about the survey or to make changes, please visit [http://www.waterboards.ca.gov/water\\_issues/programs/grants\\_loans/water\\_recycling/munirec.shtml](http://www.waterboards.ca.gov/water_issues/programs/grants_loans/water_recycling/munirec.shtml).

## **Use the “Consumer Confidence Report” to Build a Positive Brand**

With Consumer Confidence Report (CCR) season just around the corner, now is a good time to review important branding and trust-building principles that can be embedded in your CCR to help build confidence in tap water and public trust in the utility.

These principals include:

- Use meaningful headlines.
- Begin with the commitments (promises) of the utility.

- Provide a summary of what is included in the report.
- Establish the utility as the source of water quality.
- Clearly define the difference between source (raw) water and water fit for drinking.
- Describe the multiple barriers employed to produce safe drinking water.
- Outline water testing processes.
- Highlight plans for enhancing water quality in the future.
- Provide local support related to contaminants in water.
- Solicit public involvement.

More information is available in the “CCR Checklist,” which can be downloaded at [www.utilitybranding.net/publications.php](http://www.utilitybranding.net/publications.php).

For an example of applying the branding principles to your CCR, download the 2010 CCR prepared by the City of Rifle in Colorado at [www.utilitybranding.net/agencies.php](http://www.utilitybranding.net/agencies.php).

*The Utility Branding Network is committed to ensuring that water and wastewater agencies are trusted and that the rate-setting process fully funds utility operating costs and needed capital investments. The Network is managed by NWRI on behalf of water and wastewater agencies. To become a member of the Network, please contact Jeff Mosher at [jmosher@nwri-usa.org](mailto:jmosher@nwri-usa.org). For more information about the Utility Branding Network, please visit [www.utilitybranding.net](http://www.utilitybranding.net).*

## Upcoming Events

### **Conference on Salinity and Desalination in the Southwest (4/2011)**

The Water Resources Research Center at the University of Arizona will hold its 2011 Annual Conference on “Salinity and Desalination in the Southwest: Challenges and Solutions” on April 26-27, 2011, in Yuma, Arizona. For more information, please visit <http://ag.arizona.edu/AZWATER/programs/conf2011/reg.html>.

### **National Ground Water Association Conference (8/2011)**

Abstracts are due April 21, 2011, for the National Ground Water Association conference on “Groundwater: Cities, Suburbs, and Growth Areas – Remediating the Past/Managing for the Future,” which will be held August 8-9, 2011, in Los Angeles, California. For more information, please visit <http://www.ngwa.org/DEVELOPMENT/conferences/details/5026/index.aspx>.

### **Water and Health Conference: Where Science Meets Policy (10/2011)**

Abstracts are due April 30, 2011, for the “2011 Water and Health Conference: Where Science Meets Policy,” which will be held on October 3-7, 2011, in Chapel Hill, North Carolina. For more information, please visit <http://whconference.unc.edu>.

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National Water Research Institute  
18700 Ward Street  
P.O. Box 8096  
Fountain Valley, CA 92728 -8096  
714-378-3278  
Fax 714-378-3375  
[www.nwri-usa.org](http://www.nwri-usa.org)