

National Water Research Institute

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Early Registration Deadline Extended for “IWA Specialty Conference on NOM”

Based on a high level of interest, the early registration deadline for the *Fourth IWA Specialty Conference on “Natural Organic Matter: From Source to Tap and Beyond”* has been extended to **July 6, 2011**. Take advantage of the discounted registration fees by registering at www.regonline.com/NOM2011.

The *IWA Specialty Conference on NOM* is the fourth in a series of international conferences devoted to better understanding the dynamics and impacts of natural organic matter in drinking water, wastewater, recycled waters, natural waters, and marine systems. It will be held July 27-29, 2011, in Costa Mesa, California.

The conference will feature over 200 presentations given by speakers from over 25 countries, including the United States, Canada, China, The Netherlands, Germany, Australia, Saudi Arabia, and many others.

For more information (including the preliminary program) or to register, please visit the conference website at www.regonline.com/NOM2011.

Comments Being Accepted for Draft National Action Plan: Priorities for Managing Freshwater Resources in a Changing Climate

The Council of Environmental Quality, established by the U.S. Congress, is inviting the public to submit comments on the draft *National Action Plan: Priorities for Managing Freshwater Resources in a Changing Climate*.

This National Action Plan provides an overview of the challenges that a changing climate presents for the management of the nation’s freshwater resources and describes actions that Federal agencies propose to take in response to these challenges.

The deadline for comments on the draft Plan is July 15, 2011. The draft National Action Plan is available at: <http://www.whitehouse.gov/administration/eop/ceq/initiatives/adaptation>.

Utility Branding Network Subscribers Get Direct Branding Support

Subscribers to the Utility Branding Network can choose from a menu of direct branding support, including the following:

- Facilitating branding workshops for utility staff or policy makers.
- Reviewing strategic plans.
- Auditing communication materials.
- Developing a strategic direction and case for investment.
- Evaluating the effectiveness of city council or board meetings.
- Developing a rate-increase communication process.

For more information on subscribing to the Network and direct support options, please contact John Ruetten at john@utilitybranding.net or click on the following link www.utilitybranding.net/membership.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. For more information about the Utility Branding Network, please visit www.utilitybranding.net.

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