

# National Water Research Institute

February 3, 2011 E-Newsletter

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## **Now Available Online: Presentations from “Managed Aquifer Recharge Symposium”**

Presentations from the “2011 Managed Aquifer Recharge Symposium” are now available to download online at [www.nwri-usa.org/rechargesymposium2011.htm](http://www.nwri-usa.org/rechargesymposium2011.htm).

Held in late January, the symposium was used as a forum to address the issues and needs involved with using surface water recharge facilities to supply aquifers with surface waters, including river water, recycled water, and storm water.

Examples of presentations include:

- Keynote Presentation on “History of Groundwater Conjunctive Use in Southern California”  
Richard W. Atwater, Southern California Water Committee
- “Optimization of Supplemental Water Recharge Location and Magnitude to Balance Recharge and Discharge in the Chino Basin”  
Mark Wildermuth, Wildermuth Environmental Inc.
- “A Role for Dispersed Groundwater Recharge Systems to Balance the Effects of Hydromodification”  
Daniel Stephens, Daniel B. Stephens & Associates, Inc.
- “Infiltration Gallery Testing for Integration into Dual Purpose Irrigation Systems: Managed Aquifer Recharge in Walla Walla Basin”  
Robert Bower, Golder Associates (New Zealand)
- “Trapped Gas Clogging during Spreading Basin Recharge”  
Victor Heilweil, U.S. Geological Survey
- “Development of a Computer Model to Optimize Recharge Performance: Orange County Water District Recharge Facilities Model”  
Greg Woodside, Orange County Water District

Also included were numerous case studies from around the United States, including California, Arizona, Oregon, New Mexico, Texas, and others.

The symposium was organized by the Water Research Foundation (WaterRF), Orange County Water District, and NWRI.

Sponsors included:

- California Environmental Controls, Inc.
- Daniel B. Stephens & Associates, Inc.
- GeoSystems Analysis, Inc.
- HDR, Inc.
- Purifics ES, Inc.
- Ranney Collector Wells
- RMC Water and Environment
- Santa Clara Valley Water District
- Walla Walla Basin Watershed Council

Please visit [www.nwri-usa.org/rechargesymposium2011.htm](http://www.nwri-usa.org/rechargesymposium2011.htm) for more information.

## **Abstract Deadline Extended to Feb. 18 for “IWA Specialty Conference on Natural Organic Matter”**

Based on the high level of interest, the deadline to submit an abstract for the Fourth IWA Specialty Conference on “Natural Organic Matter: From Source to Tap and Beyond” has been extended to **Friday, February 18, 2011**.

The conference will be held July 27-29, 2011, in Costa Mesa, California. Organizers include:

- International Water Association (IWA)
- Urban Water Research Center at the University of California, Irvine
- National Water Research Institute
- Southeast Environmental Research Center, Florida International University
- Centre for Water Science, Cranfield University
- University of California Center for Hydrologic Modeling

The purpose of this 3-day conference is to better understand the dynamics and impacts of natural organic matter (NOM) in drinking water, wastewater, recycled waters, natural waters, and marine systems.

Applicants are invited to submit a 500-word (or less) abstract for an oral or poster presentation at the conference. Student oral and poster presentations are also welcome. An award will be given for the best student poster.

Topics include:

- Molecular characterization of NOM
- Catchment and source management
- Monitoring
- Removal strategies
- Membranes and membrane treatment
- Environmental fate, transport, and transformation
- Disinfection byproducts
- Coastal waters and oceanic carbon cycling
- Wetlands and groundwater
- Photochemistry
- Advanced oxidation processes
- Remote sensing of NOM in water

- NOM in extreme environments
- New ideas

Complete guidelines for abstract submission, including the downloadable “Abstract Submittal Form,” may be found at the conference website at [www.regonline.com/NOM2011](http://www.regonline.com/NOM2011).

## **Tough Economy Highlights the Need for an “Efficiency” Brand**

Efficiency is an important element of a utility’s brand.

Public (or “government”) agencies are often categorized as inefficient because they do not operate in a competitive business environment. Elected officials often want to “brand” themselves as the ones who will ensure that inefficiencies are eliminated. Inefficiency is also used as the excuse for refusing to vote for necessary rate increases.

This tendency understandably gets worse during tough economic times.

An ongoing *efficiency improvement program* that is regularly shared with policymakers builds an *efficiency brand*. This brand discourages policy makers from playing the efficiency card when considering rate increases. Without this brand, utility managers often get asked to benchmark the utility’s efficiency as a precursor to increasing rates.

It is very difficult to “prove” efficiency. Sometimes managers resort to rate comparisons with other utilities, but these comparisons are misleading. They aren’t a reliable indicator of efficiency because they don’t take into account unique local issues or the current state of investment in water resources and infrastructure. Rate comparisons also fuel the idea that “low rates” is the goal, independent of services and reliability ramifications.

It is better to stay away from benchmarking and to discourage rate comparisons by being efficient and building an efficiency brand.

For more information on utility branding, or to get a free utility branding manual, contact John Ruetten at [john@utilitybranding.net](mailto:john@utilitybranding.net)

*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).*

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