

National Water Research Institute

October 16, 2008 E-Newsletter

New Manual on "Building the Wastewater Utility Brand" Now Available

A new management manual is available that focuses on how wastewater utilities can adopt the proven marketing strategy of branding to establish the value of their organizations and to successfully compete for customers' investment dollars.

Written by marketing and branding expert John Ruetten, the 52-page manual, "Building the Wastewater Utility Brand," addresses specific investment and branding challenges facing wastewater utilities and provides step-by-step instructions on defining and implementing the utility brand.

Topics include the politics of investing in water and the environment, negative branding of wastewater utilities, the benefits of building a strong brand, and others.

The Manual was published by the Southern California Alliance of POTWs in collaboration with the California Association of Sanitation Agencies, California Water Environment Association, Bay Area Clean Water Agencies, Central Valley Clean Water Association, and NWRI.

Please visit www.nwri-usa.org to order a printed copy of the manual.

2008 NWRI Panel Report on Davis-Woodland Water Supply Project

The July 2008 NWRI Final Panel Report on the Davis-Woodland Water Supply Project (DWWSP) was posted on the City of Davis Public Works Department website at www.cityofdavis.org/pw/water/.

The City of Davis City Council requested an NWRI Independent Advisory Panel review of DWWSP, a proposed project that would use high-quality surface water from the Sacramento River to augment existing groundwater supplies for the City of Woodland, City of Davis, and University of California, Davis. The Panel was Chaired by Dr. Harvey Collins, an environmental engineering consultant and retired Chief of the Division of Drinking Water and Environmental Management at the California Department of Health Services.

After meeting with the project partners, the Panel provided a 31-page report focusing on their overall assessment of the project, the effectiveness of public outreach efforts, and future and long-term challenges. The Panel Chair also gave a presentation summarizing the report to the City of Davis City Council, which is also available online.

NWRI established the Independent Advisory Panel Program to provide independent, credible review of projects or policies related to water, wastewater, and water resources for local, county, and state government agencies. For more information about the Panels, please visit www.nwri-usa.org/Panels.

Southern California Organics Marketing Summit Presentations Available Online

Speaker presentations from a June 2008 Utility Branding Network workshop designed to build strong soil amendment markets are now available online at www.utilitybranding.net/events2.php. Topics include:

- "Structure of Organics and Compost Markets" by Dan Noble, Association of Compost Producers

- "Inland Empire Regional Composting Facility Branding and Marketing Experiences" by Jeff Ziegenbein, Inland Empire Utilities Agency
- "The Brand of Class B Biosolids" by Mike Sullivan, Los Angeles County Sanitation District
- "80 Years of Marketing" by Kathy Kellogg-Johnson, Kellogg Garden
- "Branding and Selling Compost in the Central Coast Region" by Bob Engel, Engel & Gray, Inc.
- "Creating Stable and High Value Soil Amendment Markets" by John Ruetten, Resource Trends
- "Compost Quality for Agriculture" by David Crohn, University of California Riverside

The workshop was co-sponsored by the Southern California Alliance of POTWs and Association of Compost Producers.

The Utility Branding Network for water and wastewater agencies is committed to helping utilities better understand branding principles and to help them build a strong brand with their communities. A strong brand increases trust, support, and investment. If you are not yet a member of the Network, or just want more information, please contact John Ruetten at john@utilitybranding.net or Jeff Mosher at jeff@utilitybranding.net. The Network is administered by NWRI.

"Salinity Management Guide" Complimentary Copy Available

Now available are complimentary copies of the Salinity Management Guide, a new tool showing how recycled water can be safely used for landscape irrigation and that salinity can be addressed through proper management strategies. To receive a complimentary copy of the Salinity Management Guide on CD-ROM, please contact Tammy Russo at trusso@nwri-usa.org.

Designed for landscape designers, park managers, and others using recycled water for landscape irrigation, the Salinity Management Guide is an interactive, user-friendly database that provides information varying from the basics of salinity to the design or redesign of landscape systems based on water needs, soil conditions, and the salt-tolerance of plants. It is the only database of its kind that provides information on the effects of water quality on plants, soils, and water application systems.

The Salinity Management Guide is also available online at www.salinitymanagement.org.

Deadline for Clair A. Hill Scholarship is February 1, 2009

The Orange County Water District (OCWD) is currently accepting applications for the Association of California Water Agencies' (ACWA) Clair A. Hill Scholarship for the 2009-2010 academic year.

The \$5,000 scholarship is open to college juniors and seniors attending universities in California. The recipient should demonstrate commitment to the field of water resources by pursuing a degree related to, or identified with, engineering, agricultural and/or urban water supply, environmental studies, or public administration. The deadline is February 1, 2009.

The scholarship application may be downloaded or completed online at www.ocwd.com/Conservation---Education/ca-3.aspx.

OCWD was the 2008 recipient of the prestigious Clair A. Hill Award, given by ACWA, for its innovative Groundwater Replenishment System. As part of the award, ACWA is sponsoring the Clair A. Hill Scholarship on behalf of OCWD. OCWD is one of NWRI's six member agencies.

Last Call for Papers on Microbial Transport and Survival in Porous Media

The Canadian Water Network and NWRI will hold the First International Conference on Microbial Transport and Survival in Porous Media to advance our understanding of the transport and survival of microorganisms and, particularly, pathogens in subsurface environments and the associated risk of pathogen contamination in groundwater. The Conference will be held on May 10-13, 2009, at Niagara-on-the-Lake in Ontario, Canada.

- Pathogen and Surrogate Transport, Retention, and Survival in Granular Porous Media
- Transport and Fate of Pathogens and Surrogates in Fractured Media
- Riverbank Filtration as a Means to Control Water Quality
- Assessing Groundwater Under the Direct Influence of Surface Water
- Regulatory Issues Related to Pathogen Transport and Survival in the Subsurface
- Quantitative Microbial Risk Assessment (QMRA)
- Bioremediation, Conventional/Engineered Filtration, and Aquifer Storage & Recovery
- Contamination Risks Associated with Artificial Recharge

Abstracts are due November 1, 2008.

For more information about the conference or to download the "Call for Papers" flyer and abstract guidelines, please visit the conference website at www.regonline.com/microbialtransport.

You are receiving this email from NWRI, a non-profit public-private partnership founded in 1991 to promote the protection, maintenance, and restoration of water supplies through the development of cooperative research work. NWRI provides occasional information via email list serve on upcoming events and activities. If you would like to be removed from NWRI's email list serve, please respond to this email with "Unsubscribe" in the subject line. For further questions, please contact Gina Melin Vartanian at NWRI at gmelin@nwri-usa.org. Thank you.

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