

National Water Research Institute

January 7, 2009 E-Newsletter

Branding Workshop for Orange County and Inland Empire Open to Utility Managers

The Utility Branding Network will be holding an interactive, 1-day branding workshop for water and wastewater utilities in Orange County and the Inland Empire (California). The workshop will be held on January 30, 2009, at the Inland Empire Utilities Agency in Chino, California.

Co-sponsors include:

- NWRI
- Southern California Alliance of POTWs (SCAP)
- Inland Empire Utilities Agency (IEUA)

Utilities are increasingly employing concepts of branding to improve utility management and communications about their roles and the services they provide. This is critical in a time when utilities need more investment from their communities and the funding is increasingly difficult to get.

Branding helps utilities increase clarity, improve decision making, and be more efficient in building trust and securing investment from the community. Implementing branding does not require advertising or increased spending on communications because you can build your brand using current communications and interactions with policy makers and customers.

The workshop is based on concepts introduced in the manuals "Building the Wastewater Utility Brand" (2008) and "Building the Water Utility Brand" (2006). These manuals outline specific investment and branding challenges facing utilities and provide step-by-step instructions covering how utilities can define and build their brand. The workshop will include:

- The principles and power of branding.
- Practical case studies.
- Branding tactics from corporate America and water and wastewater utilities.

This workshop is specifically designed for General Managers, other senior management, and communication managers at water, wastewater, and recycled water agencies.

For more information about the workshop, including registration, please visit www.utilitybranding.net/events.php. For questions, please contact Tammy Russo at (714) 378-3278 or tammy@utilitybranding.net.

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.

Summary from Salinity Seminar for San Diego Region Now Online

Salinity management is a major water challenge for Southern California and the Southwest. Without appropriate salinity management efforts, increasing salinity levels will significantly impact our

communities. Collaboration among water and wastewater agencies, regulators, and the commercial and agricultural sectors is needed to control these impacts.

The Southern California Salinity Coalition (SCSC) held a "Salinity Seminar" on June 18, 2008, in San Diego, California, to raise awareness and engage water and wastewater agencies and stakeholders on salinity issues in the San Diego region.

A 28-page summary and presentations from the event are now available to download at www.socalsalinity.org.

SCSC was founded in 2002 by a group of Southern California water and wastewater agencies to better manage salinity in our water supplies. SCSC's member agencies include the Eastern Municipal Water District, Inland Empire Utilities Agency, Irvine Ranch Water District, Metropolitan Water District of Southern California, Orange County Sanitation District, Orange County Water District, San Diego County Water Authority, Sanitation Districts of Los Angeles County, Santa Ana Project Watershed Authority, and West Basin Municipal Water District. NWRI administers the SCSC on behalf of its members.

Register Now for Advanced Asset Management Workshop (San Diego, CA)

Registration is open for a "hands-on" workshop developed by the U.S. Environmental Protection Agency that is focused on improving the asset management assessment skills of water and wastewater utilities. The workshop will be held February 10-11, 2009, in San Diego, CA.

Workshop sponsors include:

- U.S. Environmental Protection Agency
- City of San Diego Metropolitan Wastewater District
- NWRI

Practical, advanced techniques for better managing assets have been developed and refined in both the U.S. private sector and in water and wastewater agencies around the world, with focus on long-term effectiveness, service sustainability, and effective environmental management. This workshop will demonstrate how these advanced asset management techniques can be most effectively transferred to your water or wastewater utility.

Register online at www.regonline.com/assetmanagement. More information on the workshop, including the workshop brochure, is available on the registration webpage.

Registration Open for MSSC's Salinity Summit in January 2009

The Multi-State Salinity Coalition (MSSC) will be holding its National Salinity Summit on January 15-16, 2009, at the Monte Carlo Resort and Casino in Las Vegas, Nevada.

The Summit will consist of 1.5 days of focused networking, dialogue, and discussion between congressional staff, policy makers, managers, and others who have developed, implemented, and advanced breakthrough policies and approaches associated with salinity management and desalination.

This year's Summit will focus on salinity management and the water and energy nexus. Session discussions will include:

- Future and pending federal legislation associated with desalination and salinity management.
- Source control.

- Environmental concerns.
- Energy/water nexus.
- Brackish water and ocean water desalination.
- Project implementation.

For more information or to register, please visit www.multi-statesalinitycoalition.com.

Call for Nominations - NWRI Clarke Prize for Excellence in Water Research

NWRI is pleased to begin the nomination process for the 2009 Athalie Richardson Irvine Clarke Prize.

NWRI established the Clarke Prize in 1993 to award outstanding individuals who are significantly contributing toward any of the following areas: the discovery, development, improvement, and/or understanding of the issues associated with water quality, quantity, technology, or public policy.

The Prize, which includes a medallion and \$50,000 award, is one of only a dozen prizes that awards scholarly and practical achievements in water research. It has been designated by the International Congress of Distinguished Awards as one of the most prestigious awards in the world.

Nominations are due by March 1, 2009. Additional information about the Clarke Prize, including nomination procedures, may be found at www.nwri-usa.org/nominations.htm.

Other Upcoming Events

State of the Santa Ana River Watershed Conference (Jan. 2009)

The Santa Ana Watershed Project Authority will hold the Inaugural "State of the Santa Ana River Watershed - Overcoming Boundaries Conference" on January 29, 2009, in Ontario, California, to focus on regional water solutions for a watershed that is shared by four counties in Southern California.

For more information about the conference, please visit www.santaanawatershed.com.

SWMOA Annual Symposium (Feb. 2009)

The Southwest Membrane Operator Association (SWMOA) will hold its 2009 Annual Symposium on February 23-26, 2009, in Costa Mesa, California, to focus on low pressure membrane systems. Attendees will learn about MF/UF, MBR, RO/NF, data normalization, pretreatment applications, and more. The workshop will also feature the Groundwater Replenishment System-Advanced Water Purification Facility, including a tour and hands-on training at the facility.

For more information or to register, please download the brochure or access the online registration form at www.swmoa.org.

First International Conference on Microbial Transport and Survival in Porous Media (May 2009)

The Canadian Water Network and National Water Research Institute (U.S.) 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.

Student abstracts are still being accepted until January 20, 2009. For more information about the conference or to submit a student abstract, please visit www.regonline.com/microbialtransport.

Micropol and Ecohazard 2009 Conference (June 2009)

Registration is open for the Micropol and Ecohazard 2009 Conference that will be held June 8-10, 2009, in San Francisco, CA, to examine the fate, effects, and treatment of micropollutants in natural and engineered systems.

Conference sponsors include the International Water Association (IWA) and Groundwater Resources Association (GRA) of California, with collaboration from NWRI and others.

For more information about the conference, please visit www.grac.org/micropol.asp.

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