

# National Water Research Institute

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## ***Early Registration Ends April 17 for First International Conference on Microbial Transport and Survival in Porous Media***

The Canadian Water Network, Brace Centre for Water Resources Management, 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.

Please note the following deadlines:

- April 17, 2009 - Early registration ends.
- April 17, 2009 - Hotel cut-off date at the group rate.

For more information about the conference (including the preliminary program) or to register, please visit [www.regonline.com/microbialtransport](http://www.regonline.com/microbialtransport).

## ***Deadline to Enter EPA's Water Quality Video Contest Is April 22***

The U.S. Environmental Protection Agency (EPA) is holding a contest for educational videos that inspire people to help protect our streams, lakes, wetlands, and coasts. Two winners will each receive \$2,500, and their videos will be featured on EPA's website.

Video submissions in the following two categories will be accepted:

- 30 or 60 second video that is usable as a TV public service announcement.
- 1-3 minute instructional video.

The goal of the video contest is to educate the public on different water pollution issues and illustrate ways that target audiences, such as homeowners, gardeners, farmers, pet owners, communities, and others, can improve water quality by changing simple behaviors.

Entries must be received by Earth Day, April 22, 2009. For more information about the contest, please visit [www.epa.gov/owow/videocontest.html](http://www.epa.gov/owow/videocontest.html).

## ***Presentations from March 2009 Utility Branding Network Workshop Now Online***

Presentations from the Utility Branding Network's "Branding Workshop for San Diego and South Orange County" are now available online at [www.utilitybranding.net/events2.php](http://www.utilitybranding.net/events2.php).

The March 2009 workshop was designed for general managers, policy makers, other senior managers, and communication managers at water and wastewater utilities. Available presentations include:

- **Branding for Water and Wastewater Utilities** by John Ruetten, Resource Trends, Inc.
  - The Power of Branding
  - Utility Product Branding
  - Brand Building Tactics
  - Motivations and Meaningful Value Standards
- **Branding West Basin Municipal Water District** by Ron Wildermuth, West Basin Municipal Water District
- **Evolution of a Brand** by Kevin Hardy, Encina Wastewater Authority

*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](mailto:john@utilitybranding.net) or Jeff Mosher at [jeff@utilitybranding.net](mailto:jeff@utilitybranding.net). The Network is administered by NWRI.*

## **Support the NWRI Ronald B. Linsky Fellowship Endowment Fund**

NWRI has launched a campaign to raise an endowment for the Ronald B. Linsky Fellowship for Outstanding Water Research, which supports graduate students conducting innovative, multi-disciplinary research within the water sciences.

The 2-year, \$20,000-a-year Ronald B. Linsky Fellowship is awarded to an outstanding master's or doctoral graduate student at a U.S. university whose innovative research will advance the state-of-the-art in water science, engineering, or policy, as well as portray the vision that exemplified Ron Linsky's distinguished career.

Please consider contributing to the Endowment Fund of the Ronald B. Linsky Fellowship for Outstanding Water Research. Your 100-percent tax deductible donation will be specifically dedicated to the endowment to support graduate students investigating and developing the innovative procedures, technologies, and policies crucial to ensuring the safety and reliability of our nation's water supplies.

Donate now at [www.nwri-usa.org/LinskyFellowship.htm](http://www.nwri-usa.org/LinskyFellowship.htm). For questions about the endowment, please contact Jeff Mosher at (714) 378-3278 or [jmosher@nwri-usa.org](mailto:jmosher@nwri-usa.org).

## **Upcoming Events**

### **Second OC Water Summit (May 15)**

The "Second O.C. Water Summit" will be held on May 15, 2009, in Anaheim, CA, to address Orange County's water supply issues and challenges.

More than 400 business professionals, water agencies, and elected officials will be brought together to examine impacts that limited water supplies will have on Southern California businesses and what actions are needed to ensure water reliability.

The Summit is sponsored by the Orange County Water District, Municipal Water District of Orange County, Orange County Business Council, Disneyland Resort, and NWRI.

For more information or to register, please visit [www.ocwatersummit.com](http://www.ocwatersummit.com).

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