

National Water Research Institute

January 12, 2011 E-Newsletter

In This Issue

- Jan. 21 Abstract Deadline for IWA Specialty Conference on Natural Organic Matter
- Australia & USA Water Series: Los Angeles Urban Water Forum (Jan. 20, 2011)
- Manual Provides Step-By-Step Instructions to Develop Utility Brand
- Last Call for Registration: Managed Aquifer Recharge Symposium
- Southwest Membrane Operator Association Annual Symposium
- Multi-State Salinity Coalition 2011 Annual Salinity Summit

Jan. 21 Abstract Deadline for IWA Specialty Conference on Natural Organic Matter

The deadline to submit an abstract for the Fourth IWA Specialty Conference on “Natural Organic Matter: From Source to Tap and Beyond” is fast approaching. The deadline is **January 21, 2011**.

The conference, which will be held July 27-29, 2011, in Costa Mesa, California, is being hosted and organized by:

- 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 on natural organic matter (NOM) is to bring together a diverse group of scientists and engineers who are interested in better understanding the dynamics and impacts of NOM.

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

You may also suggest additional areas that relate to NOM in drinking water, wastewater, recycled waters, natural waters, and marine systems.

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

Australia & USA Water Series: Los Angeles Urban Water Forum (Jan. 20, 2011)

The Australian Trade Commission invites you to take part in the Australia & USA Water Series for the unique opportunity to hear from leading Australian and U.S. policymakers, industry leaders, and research experts, with the goal of fostering greater collaboration and two-way trade and investment between both countries.

The Los Angeles Urban Water Forum will be held on Thursday, January 20, 2011, at the Renaissance Hollywood Hotel in Hollywood, California. Registration is free.

Topics include:

- Recycling and storm water
- Renewable energy and water
- Diversifying water sources for urban centers – inland and ocean desalination
- Changing community perspective
- Australian innovations and solutions

Among the speakers include:

- Philip Anthony, Director of the Orange County Water District
- David Furukawa, Chief Scientific Officer of the National Centre of Excellence in Desalination, and Chair of NWRI’s Research Advisory Board
- Jeff Mosher, Executive Director, NWRI

For more information or to register, please visit www.austrade.gov.au/usawaterseries.

Manual Provides Step-By-Step Instructions to Develop Utility Brand

The Utility Branding Network is pleased to provide complimentary copies of “Building the Wastewater Utility Brand,” a 52-page management manual that focuses on how utilities can adopt the marketing strategy of branding to establish the value of their organizations and to successfully compete for customer investment dollars.

The manual is designed for wastewater utilities, but is applicable to water agencies and anyone else interested in learning more about defining and implementing the utility brand.

Topics include the politics of investing in water and the environment, recycled water branding, negative branding, nurturing key relationships with decision makers and the public, and the benefits of building a strong brand, among others. Step-by-step instructions on developing a utility brand are also included.

The manual was originally published in 2008 by the Southern California Alliance of Publically Owned Treatment Works (SCAP) 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 contact the manual's author, marketing and branding expert John Ruetten, at john@utilitybranding.net to discuss your interest in utility branding and receive a complimentary copy of the manual.

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.

Last Call for Registration: Managed Aquifer Recharge Symposium

Space is limited for the "2011 Managed Aquifer Recharge Symposium," which will be held on January 25-26, 2011, at the Atrium Hotel in Irvine, CA.

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

The purpose of the symposium is to discuss and exchange information about managed aquifer recharge issues. The focus will be on technical and policy issues and needs involved with using surface water recharge facilities to supply aquifers with surface water, including river water, recycled water, and storm water.

Sponsors include:

- 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

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

Upcoming Events

Southwest Membrane Operator Association Annual Symposium

The Southwest Membrane Operator Association (SWMOA) will hold its 2011 Annual Symposium on February 7-9, 2011, at the Flamingo Hotel in Las Vegas, Nevada.

Sessions include:

- Pilot operations
- Wastewater operations/industrial reverse osmosis
- Interactive break-out session
- Drinking water/desalination operations

Attendees who complete the 2-day program will qualify for 12.25 Contact Hours for Water & Wastewater approved by the States of AZ, CA (Wastewater N/A), NM, and NV.

Register online at www.swmoa.org.

Multi-State Salinity Coalition 2011 Annual Salinity Summit

Multi-State Salinity Coalition will hold its 2011 Annual Salinity Summit on February 17-18, 2011, at the Sheraton Gunter Hotel in San Antonio, Texas.

Sessions will include:

- Financing Recycling & Desalination Facilities
- Brackish Water Salinity
- New Desalination Technologies
- Water and Energy
- Salt as a Regional Issue
- And others

Please visit www.multi-statesalinitycoalition.com for more information.

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 and specify the email address you wish to remove. For further questions, please contact NWRI at enews@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