

National Water Research Institute

January 22, 2009 E-Newsletter

Register for "Hands On" Advanced Asset Management Workshop (San Diego, CA)

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

Workshop sponsors include:

- U.S. EPA
- 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.

The workshop will include:

- Real-world storylines to demonstrate advanced asset management as a way to approach difficult asset problems.
- Participant exercises to provide experience with the concepts, techniques and tools of advanced asset management.
- Case-based mentoring with asset management experts.
- Step-by-step demonstration of how an agency would select and deploy best appropriate advanced asset management practices.

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

Branding Workshop for Orange County and Inland Empire

The Utility Branding Network is holding a 1-day, interactive branding workshop for water and wastewater utilities in Orange County and the Inland Empire. This free 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)

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 will include discussions on:

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

Instructors include:

- **Richard Atwater, Inland Empire Utilities Agency** - Opening remarks.
- **John Ruetten, Resource Trends, Inc.** - Benefits of branding, branding principles, defining the brand, and more.
- **Jeff Zeigenbein, Inland Empire Utilities Agency** - Product branding example: SoilPro Compost Brand.
- **Ron Wildermuth, West Basin Municipal Water District** - Product branding example: West Basin's Designer Recycled Water.
- **Bob Ghirelli, Orange County Sanitation District** - Branding case study on relationships with policy makers and staff characterization.

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 this free workshop, including registration and the agenda, 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.

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