

National Water Research Institute

May 30, 2008 E-Newsletter

Register Now for the Southern California Organics Marketing Summit on June 26, 2008, in Irvine, CA

The Utility Branding Network will hold a marketing workshop on June 26, 2008, in Irvine, CA, to address public perceptions, marketing, and branding issues related to building strong soil amendment markets. Workshop co-sponsors include the Southern California Alliance of Publicly Owned Treatment Works (SCAP) and Association of Compost Producers (ACP).

The workshop will include presentations from industry leaders and a panel discussion. Topics include:

- Fundamental Principles of Branding - Including Product Value and Pricing
- Branding as it Applies to Biosolids, Soil Amendments, and Energy Production
- Historical Problems and Issues in the Southern California Organics and Soil Amendment Markets
- The Roles and Brands of Public Agencies and Private Sector Companies
- Investing in Organics Markets and Brands
- Product Quality Issues
- Contracting Practices that Stabilize/Expand Markets and Support High Prices
- Taking Action - Necessary Changes and Mechanisms for Change

Wastewater agencies engaged in or planning to produce or market organics as soil amendments should consider attending. Registration is required. Please visit www.utilitybranding.net/events.php for more information. The Utility Branding Network is administered by NWRI.

Utility Branding Network Launches Website

The Utility Branding Network is pleased to announce the launch of its website at www.utilitybranding.net. The site provides information, resources, and tools for Network members to better understand branding principles and build strong brands. Website highlights include:

- **News:** Archive of "Branding Moments" emails and news/announcements
- **Case Studies:** Our first two branding case studies, which focus on the Orange County Water District in California and Butler County Department of Environmental Services in Ohio
- **Resources:** Publications, including the first Network product, the "CCR Checklist," which addresses branding opportunities within the Consumer Confidence Report

The website will feature new products and tools, as well as information on upcoming events. Water and wastewater agencies that are interested in having full access to the website on a trial basis may contact Gina Melin Vartanian at gina@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.

Dr. Rafael Bras Appointed to Dean of Henry Samueli School of Engineering at UCI

Congratulations to Dr. Rafael L. Bras, who was recently appointed as Dean of The Henry Samueli School of Engineering at the University of California, Irvine, effective September 1, 2008.

One of the leading hydrologists in the world, Bras is currently the Edward A. Abdun-Nur Professor of Civil and Environmental Engineering at the Massachusetts Institute of Technology. Among his greatest innovations was uniting hydrology with probability and statistics to improve forecasting and risk estimation; his rainfall models have significantly advanced river-flow forecasting and flood estimation. Other areas of groundbreaking research include irrigation control, urban stormwater management, and water allocation. Recently, he has focused on understanding the eco-hydrology of natural systems – where vegetation soil, topography and climate are inseparable.

Bras was the 1998 recipient of the NWRI Athalie Richardson Irvine Clarke Prize.

Dr. Nancy Rabalais to Receive the NWRI Clarke Prize on July 10, 2008

Marine hypoxia expert Nancy N. Rabalais, Ph.D., will be the fifteenth recipient of the NWRI Athalie Richardson Irvine Clarke Prize for excellence in water research. Rabalais is Executive Director and Professor of the Louisiana Universities Marine Consortium in Chauvin, Louisiana, which provides coastal laboratory facilities to Louisiana universities and conducts research and educational programs in the marine sciences.

The 2008 Clarke Prize will be presented to Rabalais on Thursday, July 10, 2008, at the Fifteenth Annual Clarke Prize Lecture and Award Ceremony, to be held at the Hilton Waterfront Beach Resort in Huntington Beach, California. More information about the Clarke Prize can be found at www.nwri-usa.org/ClarkePrize.

CH2M Hill Becomes an NWRI Corporate Associate

NWRI is pleased to announce that consulting firm CH2M Hill has become an NWRI Corporate Associate. CH2M Hill is a global leader in providing engineering, consulting, construction, and operations services, having over 23,000 employees in regional offices worldwide.

NWRI Corporate Associates are private sector companies who work with NWRI and its member agencies to identify and support research addressing critical water needs. Membership to the Corporate Associates Program is based on an annual fee, which is used directly to support young scientists and engineers through NWRI graduate fellowships.

Current NWRI Corporate Associate members include:

- Boyle Engineering
- Cargill, Inc
- Carollo Engineers
- CDM

- CH2M Hill
- Kennedy/Jenks Consultants
- MWH
- Malcolm Pirnie, Inc.

For more information about the NWRI Corporate Associates program, please visit www.nwri-usa.org/corpassociates.

NRC Report on “Desalination: A National Perspective” Now Available

The National Research Council (NRC) recently released a 316-page downloadable report called “Desalination: A National Perspective” that assess the state-of-the-art in desalination technologies, identifies implementation challenges, and provides recommendations for action and research. Chapters include:

- Historical and Contemporary Context for Desalination
- Water for the Future
- State of the Technology
- Environmental Issues
- The Costs and Benefits of Desalination
- Implementation Issues
- A Strategic Research Agenda for Desalination

The report was prepared by the NRC Committee on Advancing Desalination Technology. NWRI Research Advisory Board Chair David Furukawa of Separation Consultants, Inc., served on this committee.

For more information about this report, please visit www.nap.edu/catalog/12184.html.

Download NWRI E-Publications

Visit NWRI's website at www.nwri-usa.org/e-publications to download our most recent publications in PDF format, including white papers, final research project reports, and conference proceedings. Examples of current publications available for complimentary download include:

- NWRI Second Annual Research Fellowship Conference Proceedings
- A Global Perspective of Low Pressure Membranes
- Cross Flow Sampler Fouling Index
- Water 2010: A "Near-Sighted" Program of Water Resource Management