

National Water Research Institute

March 5, 2009 E-Newsletter

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Clean Tech Business Plan Competition Offers \$25,000 Prize to Energy and Water Innovators

The Clean Tech Business Plan Competition, a new contest sponsored by the Anaheim Center for New Energy Technologies (AC-NET), will award \$25,000 to a company that conceives the most promising technology for addressing regional energy and water challenges and demonstrates profit potential in today's marketplace.

In addition to the \$25,000 first-place prize, second- and third-place prizes of \$10,000 and \$5,000 will be awarded.

Competition presentations will be held April 15, 2009, at California State University Fullerton. Innovators and companies are urged to enter their two-page business plan. The submission deadline is March 16, 2009.

Additional information about AC-NET and the Clean Tech Business Plan Competition are available online at www.ACNET-Anaheim.net.

AC-NET is focused on revitalizing the local and regional economy through supporting the efforts of entrepreneurs, start-ups, and ventures in bringing clean water and energy technologies to market.

California State Water Board Adopts Recycled Water Policy in Feb. 2009

California's State Water Resources Control Board adopted a statewide "Recycled Water Policy" on February 3, 2009, to establish uniform requirements for the use of recycled water.

The purpose of the Recycled Water Policy is to increase the use of recycled water from municipal wastewater sources. When used in compliance with the Recycled Water Policy, Title 22, and all applicable state and federal water quality laws, recycled water is considered by the State Water Board as safe for approved uses and as a safe alternative to potable water for such approved uses.

The Policy is intended to provide direction to the Regional Water Quality Control Boards, agencies with recycled water projects, and the public on the appropriate criteria to be used by the State Water Board and Regional Water Boards in issuing permits for recycled water projects.

The Recycled Water Policy can be downloaded from the State Water Board website at http://www.swrcb.ca.gov/water_issues/programs/water_recycling_policy/.

Branding Workshop for San Diego and South Orange County

The Utility Branding Network is holding a 1-day, interactive branding workshop for water and wastewater utilities in San Diego and South Orange County. A special session on the benefits of branding in tough economic times will be included.

This free workshop will be held on March 20, 2009, at the Encina Wastewater Authority in Carlsbad, California.

Co-sponsors include:

- Encina Wastewater Authority
- Southern California Alliance of POTWs (SCAP)
- NWRI

This workshop is geared towards general managers, policy makers, other senior managers, and communication managers at water and wastewater utilities.

Topics include:

- The principles and power of branding.
- Practical case studies.
- Branding tactics from corporate America and water and wastewater utilities.
- Special session on the benefits of branding in tough economic times.

Instructors include:

- **John Ruetten**, President, Resource Trends, Inc., branding consultant and author of the water and wastewater branding manuals.
- **Guest speakers from local utilities** will be on the program to share their branding case studies.
- **Mike Hogan**, General Manager, Encina Wastewater Authority, will provide opening remarks.

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.

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. For questions about the endowment, please contact Jeff Mosher at (714) 378-3278 or 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.

First International Conference on Microbial Transport and Survival in Porous Media (May 10-13)

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.

Early registration ends April 3, 2009. For more information about the conference (including the preliminary program) or to register, please visit www.regonline.com/microbialtransport.

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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