

# National Water Research Institute

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## **Registration Open for “IWA Specialty Conference on Natural Organic Matter”**

You are invited to register for the 2011 IWA Specialty Conference on “Natural Organic Matter: From Source to Tap and Beyond,” the fourth in a series of seminal international conferences devoted to better understanding the dynamics and impacts of natural organic matter (NOM) in drinking water, wastewater, recycled waters, natural waters, and marine systems.

The conference will be held **July 27-29, 2011**, in Costa Mesa, California, and will feature:

- Plenary sessions with keynote speakers, including Dr. Philip Singer, Dr. Philippe Schmitt-Kopplin, and Dr. Norbert Hertkorn.
- Over 150 presentations, divided into multiple sessions with five tracks in each session.
- A sponsor’s reception, featuring over 40 poster presentations.
- One conference dinner (guests optional).
- An optional pre-conference tour of the Groundwater Replenishment System at the Orange County Water District in Fountain Valley, California (an advanced treatment process that removes NOM using microfiltration and reverse osmosis).

Conference sessions include the molecular characterization of NOM, removal strategies, environmental fate and transport, disinfection byproducts, extracellular polymeric substances, advanced oxidation processes, monitoring, and many others.

The International Water Association (IWA), Urban Water Research Center at the University of California, Irvine, and NWRI are organizing this event.

Current sponsors include:

- Ahlstrom Filtration LLC
- Centre for Water Science, Cranfield University
- Consulate General of Canada
- Hazen & Sawyer
- Orange County Water District
- National Science Foundation
- Southeast Environmental Research Center, Florida International University
- Trojan Technologies
- University of California Center for Hydrologic Modeling
- University of California Office of the President

- U.S. Environmental Protection Agency
- Water Research Foundation

For more information or to register, please visit [www.regonline.com/NOM2011](http://www.regonline.com/NOM2011).

## Using the “Consumer Confidence Report” to Build a Positive Brand

Because the Consumer Confidence Report (CCR) is a regulatory requirement, utilities may not think of it as an actual opportunity to build confidence in tap water and public trust in the utility. With CCR season just around the corner, now is a good time to review important branding and trust-building principles that can be embedded in your CCR.

The “CCR Checklist,” a Utility Branding Network tool, is a good place to start.

Proven branding and communication principles highlighted in the CCR Checklist include:

- Use meaningful headlines throughout the document.
- Provide a context of value - Begin with the commitments (promises) of the utility.
- Provide a summary of what is included in the report (highlights).
- Establish the utility as the source of water quality, as opposed to the raw water source.
- Clearly define the difference between source (raw) water and water fit for drinking.
- Describe the multiple barriers employed to produce safe drinking water.
- Outline water testing processes.
- Highlight plans for enhancing water quality in the future.
- Provide local support related to contaminants in water - not just EPA contact information.
- Solicit public involvement.

The CCR Checklist is available to download at [www.utilitybranding.net/publications.php](http://www.utilitybranding.net/publications.php).

If you need help in planning this year's CCR or in creating an improved template, please contact John Ruetten at [john@utilitybranding.net](mailto:john@utilitybranding.net)

*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](mailto:jmosher@nwri-usa.org). For more information about the Utility Branding Network, please visit [www.utilitybranding.net](http://www.utilitybranding.net).*

## Reports Available to Download at NWRI Website

In the interest of disseminating information about water and wastewater research results, NWRI offers a broad range of reports to download from its website, such as:

- *Automatic Water Softener Rebate Program-Phase II: Public Outreach Program (2010)*  
Prepared by the County Sanitation Districts of Los Angeles County, this report details efforts taken by the Santa Clarita Valley Sanitation District of Los Angeles County to develop and implement a successful residential automatic water softener rebate and outreach program.
- *Desalination Recovery Enhancement and Concentrate Management Study – Phase II (2010)*

Prepared by Carollo Engineers, Inc. on behalf of Eastern Municipal Water District, this report describes the outcomes of Phase II of a pilot project aimed at reducing brine volumes discharged to the Santa Ana Regional Interceptor (SARI) from the Menifee and Perris desalters.

- *Direct Potable Reuse Workshop Report (2010)*  
Prepared by the California Urban Water Agencies, NWRI, and WateReuse Association California Section, this workshop report identifies information gaps and existing barriers to developing direct potable reuse regulations in California.
- *Source, Fate, and Transport of Endocrine Disruptors, Pharmaceuticals, and Personal Care Products in Drinking Water Sources in California (2010)*  
Prepared by the Metropolitan Water District of Southern California and Orange County Water District, this report evaluates the presence and fate of constituents of emerging concern in three major drinking water sources in Southern California: State Water Project, Colorado River, and the Santa Ana River.

These reports and many others can be downloaded at [www.nwri-usa.org/epublications.htm](http://www.nwri-usa.org/epublications.htm).

## **Upcoming Events**

### ***Water Resources Research Center 2011 Annual Conference***

The Water Resources Research Center at the University of Arizona will hold its 2011 Annual Conference on “Salinity and Desalination in the Southwest: Challenges and Solutions” on April 26-27, 2011, in Yuma, Arizona.

The conference, held in collaboration with the U.S. Bureau of Reclamation, will explore the role of desalination in expanding water supplies. Reclamation experts will share the latest information on the Yuma Desalting Plant pilot run, and others will offer regional, national, and international perspectives on key issues, including: desalination in water planning, environmental concerns, regulatory matters, and technical and cost challenges.

Please visit <http://ag.arizona.edu/AZWATER/programs/conf2011/reg.html> to register.

### ***Fourth Annual OC Water Summit***

Registration is open for the Fourth Annual OC Water Summit, which will be held on May 20, 2011, at the Grand California Hotel in Anaheim, California. The summit is being organized by the Orange County Water District, Disneyland Resort, and Municipal Water District of Orange County.

The theme of this year’s summit is “California’s Extreme Water Makeover,” which will focus on protecting California’s water delivery system from natural disasters, such as earthquakes and storms. Please visit [www.ocwatersummit.com](http://www.ocwatersummit.com) for more information or to register.

### ***2011 Water and Health Conference: Where Science Meets Policy***

Abstracts are welcome for the “2011 Water and Health Conference: Where Science Meets Policy,” which will be held on October 3-7, 2011 in Chapel Hill, North Carolina.

Organized by the Institute for the Environment and the Water Institute at the University of North Carolina at Chapel Hill, the conference will focus on drinking water supply, sanitation, hygiene, and water resources in both the developing and developed worlds with a strong public health emphasis.

Abstracts are due April 30, 2011. More information is available at <http://whconference.unc.edu>.

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