

# This presentation premiered at WaterSmart Innovations

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The Authoritative Resource on Safe Water®

# WaterWiser

Paul W. Lander, PhD  
Chair, WaterWiser Committee  
Principal, dakota ridge partners

# Water Wiser

History

Today

Future

## WaterWiser®

The Water Efficiency Clearinghouse



### Breaking News

[IWA Conference call for abstracts](#) - [USEPA launches water conservation campaign](#) - [USEPA says WaterSense saving billions of gallons](#)

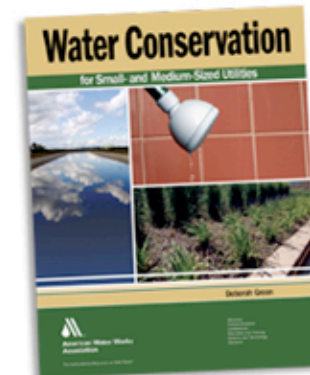
Welcome to WaterWiser®, a [comprehensive clearinghouse](#) of resources on water conservation, efficiency, and demand management for conservation professionals and the larger water supply community.

This Interactive Water Efficiency Clearinghouse links users to

- the [WaterWiser Discussion Forum](#),
- an [online marketplace](#) of conservation products in the [AWWA Bookstore](#) and [The Water Library](#),
- an extensive collection of [conservation references](#)
- a [categorized list of links](#) to water efficiency resources

### Water Efficiency Watch

The Alliance for Water Efficiency reports recent federal, state and local conservation-related developments in the bimonthly [Water Efficiency Watch](#) newsletter. Also check other related resources at the [AWE website](#).



Check out a preview chapter and printable worksheets from [Water Conservation for Small- and Medium-Sized Utilities](#), new in the AWWA Bookstore!



# WaterWiser History

- 1986-87 Discussions at AWWA ACE about dbase/info sharing
- 1992 Mid-winter WC meeting: consensus > need for a clearinghouse. EPA interest.
- 1993 EPA \$250K grant to AWWA: establish a Clearinghouse
- 1994 AWWA hired Clearinghouse Manager
- 1994 WaterWiser Steering Committee set > name, mission, scope of work
- 2001 AWWA assumed responsibility for WaterWiser
- 2009 WaterWiser: Full Committee under WC Division



# Why a WaterWiser Clearinghouse?

- \* utilities fielding FAQ's - drain on resources
- \* hard to find program info/results
- \* no easy way to share wc info
- \* lack of prof info resources
- \* EPA = include larger body of professionals



# The WC Profession & WaterWiser Today

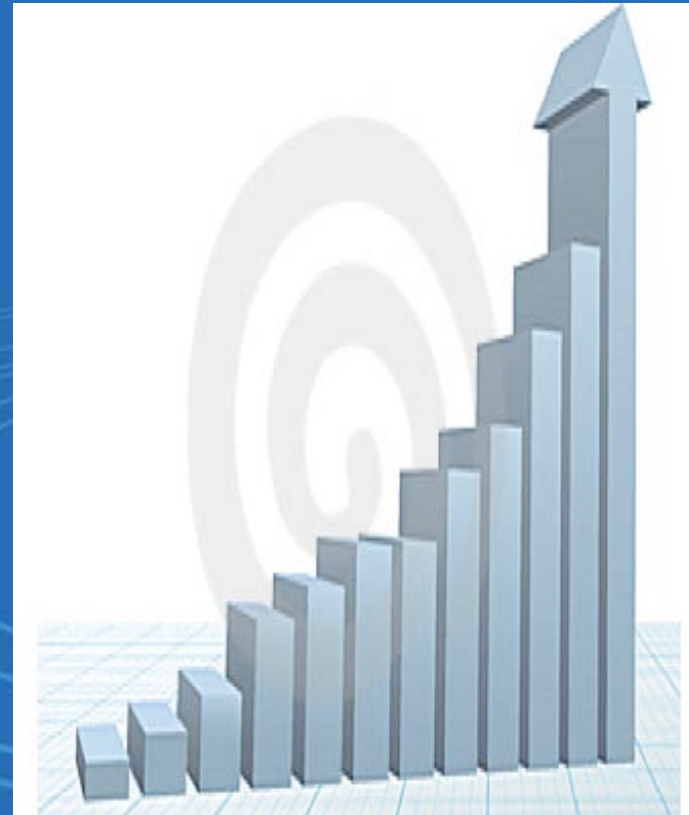
- \* More wc professionals than ever
- \* Broader representation: manufacturing, irrigation, landscape architects & designers, environmental groups, federal, state and local government
- \* Legislation in more and more states: SC, GA & Great Lakes





# The WC Profession & WaterWiser Today

- \* WaterWiser Stats:
  - steady visitation
  - Popular worldwide



# The WC Profession & WaterWiser Today

- \* Standards Committee
- \* Now other established info centers:





# WaterWiser: Future Directions

Committee Meeting June 2010:

1. Entry Point for WC and related issues:  
101's on WC, Climate, Energy, Green Utilities, etc.
2. Stronger presence of WC Division activities
3. Social Marketing & Outreach to new and young professionals

