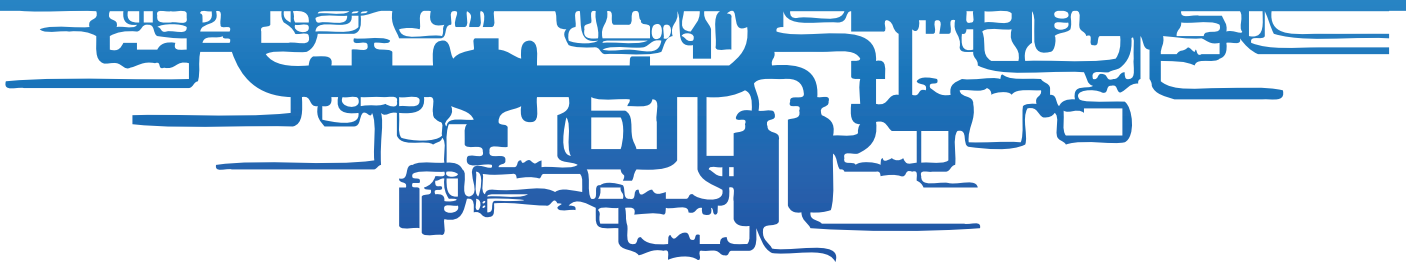


WATER

IS YOUR BUSINESS



Water Is Your Business

About Water Is Your Business

Sustainable, safe and reliable water service is the lifeblood for every community, and it is a critical part of the physical platform of the U.S. economy.

Water is Your Business is creating local dialogues to provide business and community leaders with tools and resources needed to be constructive and influential participants in the discussion on water infrastructure needs.

Please join us in the effort to engage chambers of commerce, businesses, water infrastructure stakeholders and community leaders on the value of sustainable water provision, the benefits of investing in water infrastructure for the whole community, and potential solutions including the role of the private sector in delivering sustainable water systems.



What Others Are Saying

“This week, a diverse group of organizations are joining together at an infrastructure summit in Washington, DC, to discuss challenges and offer solutions to improving the nation’s failing transportation and water infrastructure. In particular, I’m pleased the summit is hosting a panel entitled ‘The Impacts of Infrastructure on Economic Growth,’ a discussion in which American Water Company President and CEO Jeff Sterba is participating.

Few people realize the impact access to sustainable, reliable water service has on local businesses and the economy. NAWC member companies, like American Water Company, know that private investment in water infrastructure sustains community development, helps protect the environment, and improves system performance. But perhaps more important, local investment in water infrastructure leads to job creation. In fact, according to a study by the U.S. Conference of Mayors and the Associated General Contractors of America, one billion dollars invested in water infrastructure can support 28,500 jobs.”

April 28, 2011, National Association of Water Companies Applauds Efforts to Improve Aging Transportation and Water Infrastructure

Sustainable, safe and reliable water service is the lifeblood for every community, and it is a critical part of the physical platform of the U.S. economy,” said Michael Deane, executive director of NAWC. “We hope his website will raise awareness on the importance of water infrastructure to public and environmental health, and the economic vitality of American communities.

Dec 8, 2010, Water is Your Business Initiative Launches Online Presence with New Resources for Businesses and Local Elected Officials

“The City of Irving and the Chamber continue to be aggressive in working to secure future water resources and infrastructure to support the growing North Texas region and its business community,” said Chris E. Wallace, President/CEO of the Greater Irving-Las Colinas Chamber of Commerce. “We are pleased to help facilitate this important discussion, and to call attention to an essential and irreplaceable resource.”

The Chamber recognizes that water infrastructure is a critical part of the physical platform of the U.S. economy,” said Janet Kavinoky, director of Transportation and Infrastructure for the U.S. Chamber of Commerce. “Unfortunately, it is out of sight, out of mind, until a pipe breaks or supplies run low. We want to raise awareness of the needs and potential solutions, in particular, the role of the private sector in delivering sustainable water systems.”

October 5, 2010 U.S. Chamber of Commerce and National Association of Water Companies Continue Water is Your Business Series in Irving, Texas

Local Leaders

U.S. Senate



Senator Mike Crapo

Affiliation: U.S. Congress
State: Idaho

Before being elected to the United States Senate in 1998, Crapo served three terms as the 2nd District Representative for Idaho in the U.S. House of Representatives. His public service began well before this at home in Idaho where he served in the Idaho State Senate from 1984 to 1992, and spent his final four years there in the position of Senate President Pro Tempore.

At the beginning of his Senate service in 1999, Mike became a member of the Senate Banking, Housing, and Urban Development Committee. His strong background and interest in the finance arena has made him an invaluable member of the committee, and he has been able to make inroads in the areas of regulatory relief, expansion of homeownership, trade, and securities and investment. He maintains three subcommittee assignments.

“Many small communities need, and deserve, federal support to comply with federal water and wastewater guidelines,” Crapo said. “This bill would allow local communities to leverage private capital markets in combination with other financial mechanisms to finance water and wastewater infrastructure projects. It makes financial sense for communities and will improve public health and water quality.”



Senator Robert Menendez

Affiliation: U.S. Congress
State: New Jersey

Supporter of legislation that would allow public-private funding for water and leverage up to \$5 billion annually in additional funding. This additional investment could support up to 142,500 new jobs according to estimates by the Associated General Contractors and the US Conference of Mayors.

“Part of rebuilding our economy for the 21st Century is renovating the infrastructure that helps our communities prosper,” said Menendez. “Many of our communities in New Jersey have been challenged by aging and deteriorating water and sewer systems, which not only jeopardizes the health of our families but also puts significant strain on local budgets. With this legislation, we can help local governments afford water and sewer renovations without burdening taxpayers, and we can create thousands of jobs.”

U.S. House of Representatives



Congressman Geoff Davis

Affiliation: U.S. Congress
State: Kentucky

Rep. Davis, along with U.S. Senators Robert Menendez (D-NJ) and Mike Crapo (R-ID) and U.S. Representative Bill Pascrell, Jr. (D-NJ), has introduced H.R. 1802, the Sustainable Water Infrastructure Act of 2011, a bill that removes state volume caps on exempt facility bonds for water projects.

“Water and wastewater infrastructure is essential to job growth,” said Davis. “H.R. 1802 will also provide additional resources to communities in Kentucky’s Fourth District and around the country that are struggling to comply with federal mandates and are forced to raise rates on their customers.”



Rep. Bill Pascrell

Affiliation: U.S. Congress
State: New Jersey

William J. Pascrell, Jr. was first sworn in to the United States House of Representatives, representing the Eighth Congressional District of New Jersey, in November of 1996 and was sworn into his seventh term in January of 2009.

Pascrell is a long time supporter of legislation that would allow public-private funding for water and leverage up to \$5 billion annually in additional funding. This additional

investment could support up to 142,500 new jobs according to estimates by the Associated General Contractors and the US Conference of Mayors.

“Our nation’s job deficit and deteriorating water systems have gotten to the point that if you randomly pick up a newspaper in any American city, there’s a good chance you find a story about a company’s job cuts or a community’s water main break — maybe both. Taxpayers cannot be expected to foot the entire bill for all of the repairs and updates that our water infrastructure needs. Our legislation will encourage public-private sector partnerships to secure needed resources.”

U.S. Mayors



Mayor Scott Smith

Affiliation: Mesa, Arizona
State: Arizona

Recently, Mayor Smith was appointed to serve on the National League of Cities (NLC) Transportation Infrastructure & Services (TIS) Policy and Advocacy Committee. The committee consists of mayors and council members from across the country serving in a policy and advocacy role to the NLC’s Board of Directors. Additionally, Mayor Smith has joined Building America’s Future, a bipartisan, national infrastructure coalition

comprised of state and locally elected officials. The organization is dedicated to smart infrastructure investment to enhance the quality of life and safety of local communities, create jobs, and promote energy independence.

“In the West, water is more valuable than gold,” said Mayor Smith. “Our water supply is not just a Mesa issue but a regional issue. Over the last 50 years, Mesa has been a leader in working with others to ensure safe and reliable sources of water. Even as Mesa continues to grow, we believe our hard work has enabled us to handle additional demands on the water supply.”



Mayor Julio Robaina

Affiliation: Hialeah, Florida
State: Florida

Mayor Julio Robaina has a vision for Hialeah, and the strength, as well as commitment to achieve it. As an active real estate and mortgage broker for over 20 years and president of the Northwestern Dade Association of Realtors, he has managed to be successful without ever losing focus or his passion for the community as a public servant.

Under Robaina’s leadership, Hialeah is developing a \$94 million reverse osmosis water plant, expected to be completed by the end of 2011. Although originally estimated to cost nearly \$160 million, Mayor Robaina found cost savings and efficiencies for his community by engaging in a public-private partnership. In 2012, it will tap into the Floridan Aquifer, some 2,600 feet below ground, and make the salty water safe to drink and supply up to 17.5 million gallons of water a day to Hialeah and Miami-Dade county.



Mayor David Maher

Affiliation: City of Cambridge
Massachusetts
State: Massachusetts

David Maher was elected Mayor of Cambridge on February 22, 2010 by the Cambridge City Council. Since becoming mayor, Maher has demonstrated a commitment to the development and maintenance of Cambridge's water infrastructure. With many great American universities and biotechnology companies performing research in Cambridge, it is critical that the city can provide a constant supply of clean drinking water for residents as well as for research.

In addition to municipal government experience, David has seventeen years of experience in the local nonprofit community. David served as Director of Development for Cambridge Family and Children's Service, a multi-service, non-profit agency serving the critical needs of children and families in our community. He is also a proud sponsor of little league baseball in both West and North Cambridge. David's work on behalf of children and families gives him a unique perspective on the important issues facing our community.

State Officials and Legislators



State Senator Ross Tolleson

Affiliation: Georgia Legislature
State: Georgia

For six years, Sen. Tolleson has worked on water issues that affect Georgia and the Perry region. As a result of his efforts, new legislation which takes proactive steps in planning for drought conditions and water emergencies has passed both the Georgia House and Senate and is awaiting Georgia Governor Nathan Deal's signature.

"Our one motive is to deliver capacity. This was a good bill, a clean bill, with one focus – to give local governments another option, another tool, when they are building a reservoir, water delivery infrastructure or a treatment facility," said Sen. Tolleson. "This legislation gives local government an opportunity to join a private partner, but at the end of the day maintains that all infrastructure is locally controlled. Public-private partnerships are a vital tool in financing infrastructure, giving municipal government flexibility to meet their needs."



Sam Corda

Affiliation: Cambridge
Water Department
State: Massachusetts

Sam Corda serves the City of Cambridge as the Managing Director of the Cambridge Water Department, (CWD) is a municipally owned and operated water utility serving approximately 101,000 permanent residents.

In 2001 the Cambridge Water Department constructed the Walter J. Sullivan Water Purification Facility to replace an aging plant. Cambridge has a fully sustainable and independent water system whereby water rates pay for all water services. With a \$19 million annual budget that includes operations, capital and debt retirement, Cambridge Water Department serves it city well.

Every day, between 12 and 16 million gallons of water is withdrawn from Fresh Pond, run through the plant and then pumped a half-mile uphill to an elevation of 176 feet at Payson Park, from which it flows by gravity to a central distribution point, providing the water pressure needed for it to wind up ultimately in homes, schools and offices.

Press Releases

April 28, 2011

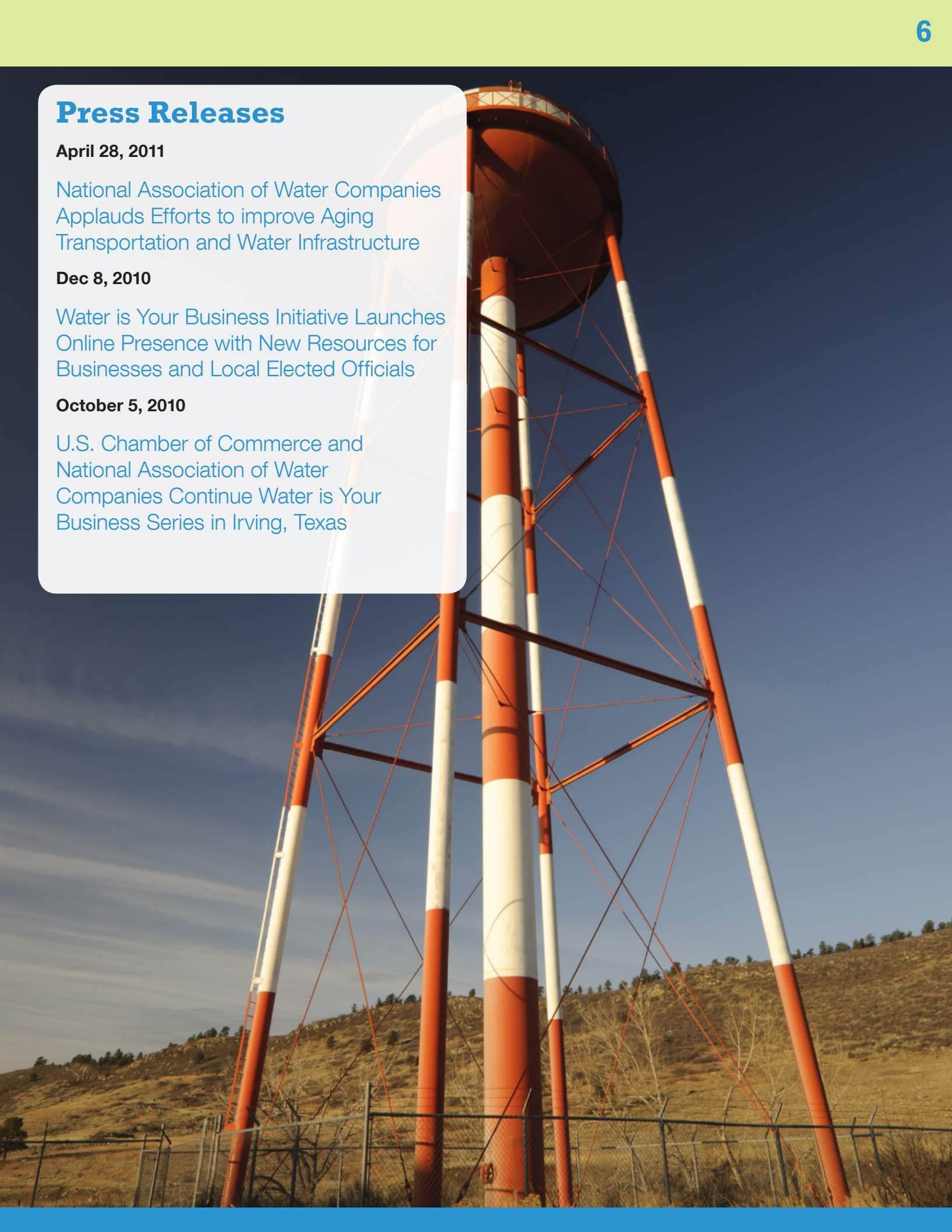
National Association of Water Companies
Applauds Efforts to improve Aging
Transportation and Water Infrastructure

Dec 8, 2010

Water is Your Business Initiative Launches
Online Presence with New Resources for
Businesses and Local Elected Officials

October 5, 2010

U.S. Chamber of Commerce and
National Association of Water
Companies Continue Water is Your
Business Series in Irving, Texas



For media inquiries:

Lindsay Murphy
Email: media@nawc.com
Direct: (202) 715-7853

For questions regarding logo, photos and brand:

Jessica Knight, APR
Email: jessica@nawc.com
Direct: (202) 349-7310

Please click [here](#) to download the NAWC Brand Style Guide

Water Is Your Business

www.waterisyourbusiness.org