

Surveys and changes

Thanks to everyone who participated in our recent readership survey. The responses were great, and provided us some key content insights.

The primary areas of interest regarding feature stories focused on new RO and ion exchange technologies, competitive advantage areas, more information and focus on problem solving and filtration case studies and bottled water marketing.

While everyone has their favorite columns, On Tap, Ask the Expert and Chemistry Basics appear to be the most well received. Readers also appreciate news recaps on people, new technology and activities. In addition, advertising does show to be a key determinant in product decision-making.

We will use this information to help set our editorial calendar and our future focus for 2010 and beyond. Thanks to everyone for their input!

The winners of our survey drawing were Melanie Wolff-Pender and Joe Filipink. Both will receive \$50 gift certificates to Amazon.com.

Some additional changes are also forthcoming in our editorial operation for 2010. I will be stepping back as Contributing Editor for *WC&P* at the end of December due to the increasing time demands of my other business interests.

Denise Roberts is being promoted to Executive Editor and she will take a more hands-on approach in working with authors on content development while maintaining her production management role. Publisher Kurt Peterson will be taking a more active role in authoring this column on a regular basis, as well as working with Denise, customers/readers and the Technical Review Committee on valuable content.

I look forward to maintaining my involvement and relationship with this great industry and fine publication. At the same time, I encourage everyone to reach out to Denise and Kurt with your future ideas and input.

Thanks!



Donald A. Mounce
WC&P Contributing Editor

Happy Holidays!
The entire staff of
WC&P
would like to wish you and yours
a safe and Merry Christmas,
a prosperous new year and
continued good health.



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