

## And it just keeps getting hotter!

August is often called 'the dog days of summer' in many parts of the country and with record heat across large swaths of the US, everyone is looking for someplace to cool down. We've all seen the old movies in which children are happily frolicking in water spraying from open fire hydrants; some readers may even have had the pleasure of doing so themselves. Is it safe to play in this water? In any water? What about the local community pool? Pollution has affected more waterways than many previously believed, and although cleanup efforts in most places have been significant, even the most trusted water can be suspect. Whether surface or groundwater, if it's going into the municipal supply, we want it to be as pure and potable as possible. Even with the many technologies available to ensure water safety, there is still much to be done to resolve so many problems, such as pollution, chemical contamination and the inevitable waterborne pathogen outbreaks.

We cover a broad range of treatment options in this issue. Dr. Frank Brigano and Tom Burke give an overview of Boiled Water Alerts that details why continued diligence in water safety is so important. Although it's not an emerging technology, ozone disinfection and sanitation is gaining ground in the fight against microbial pathogens in food and water applications. For many, ozone conjures up images of huge industrial and municipal applications or large-scale commercial operations like hotel complexes. Jim Jackson presents a case-study article on the larger application of ozone in municipal settings. Combining our ozone and pool and spa themes, Marc De Brum offers an in-depth discussion on the use of ozone in a residential setting. Technological advances have reduced the size and complexity of ozone systems to the point that the home pool and spa are now ideal candidates for its application. Touching on a core topic, Technical Reviewer C. F. 'Chubb' Michaud presents a comprehensive look at softener regeneration. And what's an issue without marketing wisdom? Gary Coon discusses relationships and how to manage them better. After all, networking is the buzzword of the decade. Find out how using good old-fashioned techniques can help you capitalize on those networks.

It's also the season for conventions, annual meetings, expositions and a range of other industry activities that draw our attention to new products and technologies. Regional WQAs, national associations, related industries and others provide ideal venues for companies to flex their marketing muscle. There are enough shows coming up to help you find the best vendors. If you have been waiting for things to get better so you can add travel back into the budget, be wise in your choice of events. Don't overlook regional WQA events either. Often small in scope, the big guns are usually on hand and that's who you want to be networking with.

All too soon, summer will come rapidly to a close and autumn will find companies settling back in to deal with other water treatment problems. We hope you enjoy your summer and have had the opportunity to step away from business for at least a short break. Regrouping and re-energizing after a short hiatus will give nearly everyone renewed energy and fresh ideas on how to figure out what to do next. Times won't get better until there is a concerted effort on the part of the industry to make them better. Whether it's new products or great technology, every step forward gives us reason to believe things can be turned around.



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# WCP & INTERNATIONAL

FOUNDER

**Jerome R. Peterson**

PRESIDENT & BUSINESS MANAGER

**Sharon M. Peterson**

PUBLISHER / ADVERTISING DIRECTOR

**Kurt C. Peterson**

kcpeterson@wcponline.com

EXECUTIVE EDITOR

**Denise M. Roberts**

droberts@wcponline.com

PUBLIC HEALTH EDITOR

**Kelly A. Reynolds, MSPH, Ph.D.**

reynolds@email.arizona.edu

CONTRIBUTING EDITOR

**Donald A. Mounce**

dmounce@wcponline.com

CONTRIBUTING EDITOR

**David H. Martin**

dmartin@lenzmartin.com

GRAPHICS MANAGER

**Tom Losito**

tlosito@wcponline.com

CIRCULATION MANAGER

**Patsy Parker-Kettle**

pkettle@wcponline.com

ADMINISTRATIVE ASSISTANT

**Mary Lopez**

mlopez@wcponline.com

### WC&P TECHNICAL REVIEW COMMITTEE

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PENTAIR RESIDENTIAL FILTRATION

PUBLICOM, INC.

2800 E. Fort Lowell • Tucson, AZ 85716 USA

(520) 323-6144 • FAX (520) 323-7412

info@wcponline.com • www.wcponline.com

