

# WATER RESOURCES IMPACT

May 2013 | Volume 15 | Number 3



**WATER RESOURCES  
CONSERVATION:  
THE TIME IS NOW**

**AWRA**

*Community, Conversation, Connections*

AMERICAN WATER RESOURCES ASSOCIATION



**AWRA**  
Community, Conversation, Connections

# 2013 MEMBERSHIP APPLICATION

(for full year membership January 1 – December 31)

Complete & fax to (540) 687-8395, or mail it to the address below  
Payment must accompany application and be made in US dollars drawn on US bank.

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Company Name: \_\_\_\_\_  
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City/State/Zip+4: \_\_\_\_\_  
Country: \_\_\_\_\_  
Is this your  Home address or  Business address?  
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## Membership Options

- Regular Member (IMPACT print/JAWRA online) .....\$165
  - Receive JAWRA Print .....\$25
- Online Only Member (IMPACT/JAWRA online) .....\$135
- Transitional Member (IMPACT print/JAWRA online) .....\$100
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- Student Member (IMPACT print/JAWRA online) .....\$30
- Associate Member – One office .....\$500
- Associate Enterprise Member – All offices .....\$2000
- Membership Certificate (optional) .....\$11

## Payment Options

- Charge my credit card or  Check Enclosed
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- Card #: \_\_\_\_\_ Exp. \_\_\_\_\_ CSC#: \_\_\_\_\_
- Signature: \_\_\_\_\_

## JOB TITLE (circle one)

- JT1 Management (Pres, VP, Div Head, Sect Head, Manager, Chief Eng)
- JT2 Engineering (Non-mgmt; i.e., Civil, Water Resources, Planning)
- JT3 Scientific (Non-mgmt; i.e., chemist, biologist, hydrologist, etc.)
- JT4 Marketing/Sales (Non-mgmt)
- JT5 Faculty
- JT6 Student
- JT7 Attorney
- JT8 Retired
- JT9 Computer Scientist (GIS, modeling, etc.)
- JT10 Elected/Appointed Official
- JT11 Volunteer/Interested Citizen
- JT12 Non-Profit
- JT13 Other: \_\_\_\_\_

## DISCIPLINE (circle one)

- AG Agronomy
- BI Biology
- CH Chemistry
- EC Economics
- ED Education
- EG Engineering
- FO Forestry
- GR Geography
- GE Geology
- GI Geographic Info. Systems
- HY Hydrology
- JR Journalism
- LA Law
- LM Limnology
- OE Oceanography
- PH Physics
- PS Political Science
- PB Public Health
- SO Soil Science
- OT Other: \_\_\_\_\_

## EMPLOYER (circle one)

- CF Consulting Firm
- EI Educational Institution (Faculty/Staff)
- ES Educational Institution (Student)
- LR Local/Regional Gov't Agency
- SI State/Interstate Gov't Agency
- IN Industry
- LF Law Firm
- FG Federal Government
- RE Retired
- NP Non-Profit Organization
- OT Other: \_\_\_\_\_

## How did you learn about AWRA?

- Promotional Mailing  Word of Mouth
- AWRA Website  Other: \_\_\_\_\_

## What's your reason for joining?

- Info from Journal/IMPACT  Networking
- Conference Discount  Technical Committees
- Other: \_\_\_\_\_

Did someone recommend that you join AWRA? Who?  
\_\_\_\_\_



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## EDUCATION (circle one)

- HS High School
- AA Associates
- BA Bachelor of Arts
- BS Bachelor of Science
- MA Master of Arts
- MS Master of Science
- JD Juris Doctor
- PhD Doctorate
- OT Other: \_\_\_\_\_

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**WATER RESOURCES CONSERVATION:**

**THE TIME IS NOW**

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Water resources management has always been a challenging endeavor, and the future promises more challenges than ever. The known factors of population growth and scarce resources have been complicated by climate change, which may mean more variability in our world than ever. Add in the fact that all the easy water sources have been tapped, leaving mostly new sources that are much more expensive, and energy-intensive, and it creates a recipe for a very interesting future. In the midst of this great uncertainty, there is one aspect of water resources management, often overlooked, we can make more predictable: demand. By increasing our understanding of demand, we create the opportunity to better manage it. In this issue of *Water Resources IMPACT*, we offer insights from four professionals experienced in various aspects of water conservation and demand management, in hopes of not only providing new information but also motivating water managers to fully embrace demand management as a valuable tool.

**FEATURE ARTICLES**

**3 Demand Side Management's Role in IWRM ...**

**William Y. Davis**

Water conservation, "beneficial reduction of water use or water loss." doesn't necessarily mean imposed restrictions. There are many opportunities for better management through water efficiency and the evaluation necessary to balance management goals. This article presents the possibilities.

**6 How Modeling and Water Conservation Can Help Improve How Your System Performs in a Drought ...**

**William B. DeOreo**

A drought is not the time to begin thinking about conserving water. Investing in efficiency on a regular basis brings more resiliency to a water system, allowing for a fuller response to drought and shortages. This article shows how modeling your system can help you find answers before problems arise.

**11 Water Budgets: A Framework for Conservation ...**

**Paul W. Lander**

Water managers must inevitably deal with volatility to demand, but predictably of demand offers benefits to water resources managers, communities, and water consumers. This article shows how water budgets can increase the predictability of demand.

**13 Landscape Water Conservation and Water Quality Practices Go Hand-in-Hand ...**

**Jane Clary**

Water use efficiency is not the only water-related issue facing landscape managers. In this article the author shows how these issues interact and complement one another.

**Other features in this issue ...**

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*(Opinions expressed by our columnists are their own and do not represent the opinion or position of AWRA.)*

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**COVER PHOTOS: Background: Colorado River in Arizona. Collage Photos: Courtesy of staff members from Wright Water Engineers, Inc., Denver, Colorado: Inverness reuse, Colorado University leak detector, reuse purple pipe from Arapahoe County Water and Wastewater Authority (Colorado).**



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