



Welcome to our e-newsletter Water Ways...

Kevin Jacobson, AWWA Chair

It is my pleasure to Chair the Iowa Section AWWA this coming year and I am looking forward to the opportunity. We have hit the ground running with “Water Ways.”

Let me outline the evolution of our newsletter so you understand how we have come to the decision to publish an electronic newsletter. For years, the Iowa Section published a printed version of our newsletter in a publication simply named the Iowa Section. Advertising revenue helped offset the printing and mailing costs, but seldom did it actually cover the costs.

A few years ago AWWA national approached the Iowa Section and offered to print and help write our newsletter. AWWA’s goal was to put together enough state publications to attract regional advertisers who were interested in reaching markets around the country. So, the Iowa Section turned the publishing over to AWWA. After a few years it became apparent to AWWA the “one-stop advertising buy” was not working and the publications were losing money. When our publishing contract with AWWA expired they gave the responsibility for writing, printing and selling advertising back to us.

Our first thought was to go back to the old printed version, but we had no advertising contracts in place to offset the printing and mailing. Annually, these costs would have amounted to well over \$12,000.

So, here we are looking to move into the 21st century. “Water Ways” will be distributed quarterly. Not only will the publication provide an efficient and economical means of communications with our members, it will provide easy links to register for Iowa Section events and access to other industry related news and updates.

I know there will be some people, like me, who like the “old school” paper newsletter and magazines. But, I hope, like me, you’re willing to give it a try.

A little about me

Hopefully, I will have the opportunity to meet and interact with our members in the coming months. I want you to know how much I appreciate the opportunity to be involved in AWWA at this level. I know many of our members, but there are many of you I have not met, so I thought I should introduce myself in this first issue of Water Ways.

I recently retired from the Story City Water and Wastewater Department where I was the superintendent since 1991. I have been involved in the water industry for over 30 years. A number of years ago we started a family owned business called Central Iowa Televising offering hydro excavation, sanitary sewer cleaning, jetting vacuum, inspections and other services to the water industry and that is what I am doing in “retirement.”

I look forward to working with you all in the coming months.

Kevin