



**10.14.07 AI 10e**

To: CSWEA Executive Committee  
From: Eric R. Lecuyer, Executive Director  
RE: Central States Water, the Magazine  
Date: September 30, 2007

The third issue of Central States Water will be in mailboxes in the week before WEFTEC'07 and once again is chock full of officer message, committee updates, technical articles, a plant profile and much more. As with the first two issues, the quality and content of the magazine remains extremely good and we can take great pride in our Association's magazine.

All articles and submissions are to be sent to me. Apparently an article was sent directly to the publisher and was mistakenly included in the content budget by the publisher, which could have precluded the page on Operations Challenge. Since I have the final review and approval of proofs, I was able to correct this error, which will not occur again. We need to be careful not to create concerns among our competing major supporters (Engineering Firms, etc) by running one firms "project" newsletter item in CS Water.

Three "Big Idea" items from CSX'07 have been incorporated and/or announced in this issue of CS Water. First is CSWEA's participation in the YP Dues discount program. Second is the highlighted [www.CSWEA.org](http://www.CSWEA.org) listed on the cover, (replacing the WISILLMINN banner on the bottom of the cover) and third the inclusion of a membership application (which includes a listing of CSWEA/WEF membership benefits for each category and includes the YP Discount.) The idea of using CS Water as a marketing tool is being implemented by sending complimentary issues to potential advertisers and members.

The next issue of CS Water will include a major marketing effort for our MWIE event and advertisers will have the ability to include information about their participation in the joint expo event. This effort is intended to better market this event to our many potential exhibitors. The issue will also contain a good blend of news, technical articles and event information.