



12.6&7.07 AI 9d

To: CSWEA Executive Committee
From: Eric R. Lecuyer, Executive Director
RE: Central States Water, the Magazine
Date: November 24, 2007

The winter issue of Central States Water will be in mailboxes in the week after Christmas/New Years and will feature information and marketing of the Third Annual Midwest Water Industry Expo, along with technical articles, a plant profile and much more. As with the first three issues, the quality and content of the magazine remains extremely good and we can take great pride in our Association's magazine. Our first year of with our publisher has been very successful and has marked an outstanding start for the re-invented magazine.

Following is the publication schedule for 2008.

1) Spring issue

****Promoting Spring Annual Meeting, May 19-22, 2008***

- a) Content and advertising deadline – February 22
- b) Art proof to the Chapter for approval – March 7
- c) CSWEA returns proof to CK – March 14
- d) Magazine printed and mailed – April 4

2) Summer issue

****Post Annual Meeting***

- a) Content and advertising deadline – June 13
- b) Art proof to the Chapter for approval – June 27
- c) CSWEA returns proof to CK – July 4
- d) Magazine printed and mailed – July 18

3) Fall issue

- a) Content and advertising deadline – August 22
- b) Art proof to the Chapter for approval – September 5
- c) CSWEA returns proof to CK – September 12
- d) Magazine printed and mailed – September 26

4) Winter issue

****Promoting CSWEA/AWWA Midwest Water Industry Expo***

- a) Content and advertising deadline – November 14
- b) Art proof to the Chapter for approval – November 28
- c) CSWEA returns proof to CK – December 5
- d) Magazine printed and mailed – December 19