As we approach the largest gathering of water professionals in the United States, ACE13, which is being held June 9-13 in Denver, it is easy to forget the underlying reason many of us became involved with AWWA and FSAWWA in the first place: quite simply, because we value water. One of FSAWWA’s strategic goals is to make the organization visible, and inherent in that goal is making the value of water visible.

Two years ago the Florida Section ventured into the arena of television by entering into an agreement with a local central Florida television station, WKMG, Channel 6. From that partnership was forged a simple yet powerful message: Water Means Everything. This message was then conveyed using the medium of a commercial. The final product contains a 30-second conservation message for water.

The absolute beauty of this product is that the conservation piece can be taken out and used by FSAWWA utility members—at no charge! If you have not had the chance to see the video, please contact Ana Maria Gonzalez, acting Public Affairs Council chair, at agonza-lez@hazenandsawyer.com, or the FSAWWA headquarters in St. Cloud at fsawwa@gmail.com to request your copy. If you should have any questions regarding the product, please ask.

Let’s look at a few other key events that help convey the message of Water Means Everything.

**Florida Water Resources Conference**

During this year’s FWRC, presented this past April, the FSAWWA held Florida’s Best Tasting Drinking Water Competition. This contest is held every year in an effort to raise awareness around the value that FSAWWA and its membership bring in delivering the safe, reliable drinking water Floridian’s have come to rely upon on a daily basis. This year’s winner was the Peace River Manasota Regional Water Supply Authority. This year’s judges were Association vice president and FSAWWA director, Jeff Nash; FSAWWA section operations manager, Peggy Guingona; and Florida Water Resources Journal editor, Rick Harmon. They have now earned the honor to represent Florida at the “Best of the Best” Tap Water Taste Test competition held during ACE13. Another event that helps to raise the awareness of the value of water and what FSAWWA brings to the table is the Top Ops competition. During this fast-paced event questions are presented, in a game-show atmosphere, that cover a wide range of operational topics, including:

- Basic science
- Hydrology
- Water distribution
- Public health
- Plant maintenance
- Safety
- Process control

This annual contest recognizes and promotes excellence in all aspects of water operations. It not only highlights the value that our water operator members bring to the industry, it also helps to promote the value that FSAWWA brings to our operator membership in giving them a chance to showcase their knowledge and expertise. This year’s winner was the FWPCOA Region 9 team, which will represent Florida at the ACE13 Top Ops competition.

**ACE13**

I hope you have made your plans to attend ACE13. This year is a rare opportunity, as the conference is being held in Denver, AWWA’s hometown. At ACE, Florida will have representation for the “Best of the Best” Water Taste Test and Top Ops competitions, and you can also participate in the annual FSAWWA ACE luncheon to be held on Monday, June 10. There are a few new twists in the exposition program this year, which include:

- People’s Choice Tasting
- Roundtable Solution Sessions

Both of these events offer a variety of opportunities in which the value of water is made visible. Members can actively engage with other fellow water professionals in an open environment where issues are discussed and solutions shared.

**Closing Remarks**

Don’t forget the most powerful opportunity of all: the upcoming FSAWWA Fall Conference, to be held December 1-5 at the Omni Orlando Resort at ChampionsGate. This is the one event you don’t want to miss as it brings together, in one place, the best of what FSAWWA has to offer. I look forward to seeing you there and remember: Water Means Everything!