

# THE Watermark

We are re-launching Watermark, the PERC Water newsletter, as a new email newsletter. Its purpose is to provide updated company news and accomplishments, project updates, industry intelligence, etc. We'd appreciate any feedback to help make this a more useful and informative tool.

## **PERC Water in the News**

Click on the links below to see some of the coverage PERC Water has been receiving over the past few months. (you can find all of these article on our website's ["Media Coverage"](#) page)

### [WEFTEC.10: Koch Membranes](#)

WaterWorld interviewed Manny Singh, VP Wastewater Technology Product Management for Koch Membranes, at the October 2010 WEFTEC annual conference and he said the Santa Paula facility was a "showcase plant... that is running extremely well" and they're "really excited about this plant because of the operation over the last few months." He also demonstrated how the SCADA system can be accessed from an iPad.

### [MBRs Come of Age](#)

Water Efficiency Magazine featured the Santa Paula facility in their September/October 2010 article on how MBRs are increasingly being recognized as the solution for stringent discharge regulations and reuse applications.

### [GOP candidate Whitman bring ideas to Santa Paula](#)

The Ventura County Star reported on California gubernatorial candidate Meg Whitman's tour of the Santa Paula facility this past June. Whitman said the facility is "a great example of how we can use technology and innovation to improve vital services to Californians. This environmentally friendly project will save Santa Paula residents and businesses money. We need more of this imaginative thinking."

## **PERC Water History**

Johan Perslow founded PERC Water in January 1998 as Pacific Environmental Resources Corp. (reincorporated in California as PERC Water Corporation in 2004). He is a contractor and licensed civil engineer, and has been in the water sector for 40 years. Johan saw how the industry was fragmented and was typically served by the traditional contracting method of design-bid-build. He recognized an opportunity to provide clients with a Total Solution™ all within one company that included certainty of capital cost, operating costs, schedule and performance, all included in a high end, aesthetically pleasing facility, and most importantly returns water to nature in a condition better that was received.

## **Industry News**

In April 2010, National Geographic magazine published a special issue entitled, "[Water: Our Thirsty World.](#)" It stated that the "amount of moisture on Earth has not changed. The water the dinosaurs drank millions of years ago is the same water that falls as rain today." It then asked the question, "But will there be enough for a more crowded world?"

The article "[California's Pipe Dream](#)" focused on California's complicated water concerns and potential solutions. It concluded with the author taking a swig of Orange County's recycled water and writing, "It's bold, bright and refreshing. It tastes like California's future."

## **Facility News**

The Santa Paula facility was featured as an innovative solution to infrastructure funding at the [American Water Summit](#) event in Washington D.C. this past November. Former Santa Paula Mayor Bob Gonzales spoke on a panel entitled "New Funding Models for Infrastructure" and he said, "I'd like to publicly thank PERC Water and Alinda Capital Partners for the chance they took on us and the partnership we have with them now."

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## **Water Facts**

75% of the human brain is water and 75% of a living tree is water.

- [EPA](#)