

JANUARY 2023 | Rathbun Regional Water Association

QUENCH

news by the glassful

FEATURING ———
THE IOWA NUTRIENT
COLLABORATIVE



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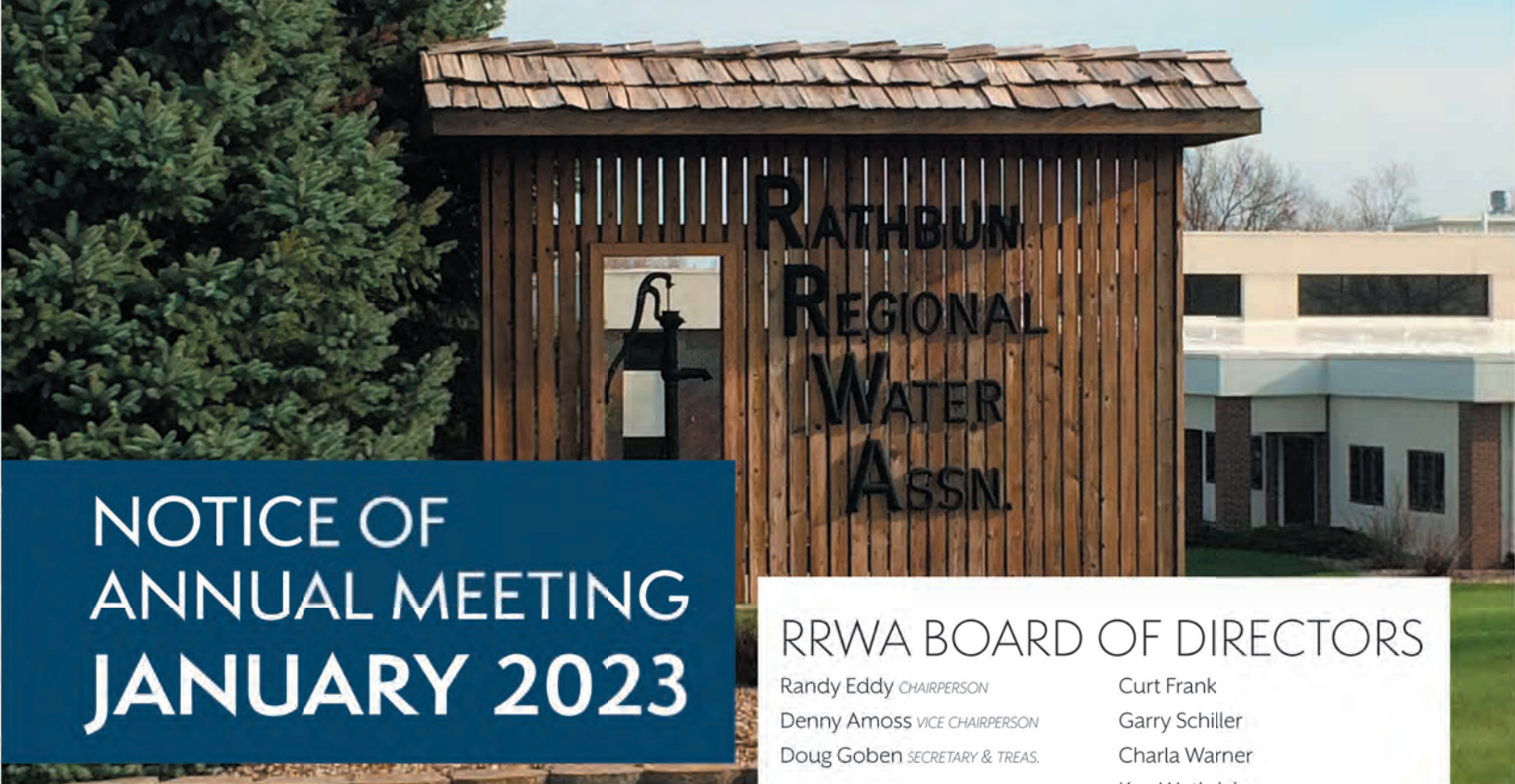
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The IRWA Mission: To provide the highest leadership in the support of Iowa's water and wastewater industries through the provision of technical assistance, training and education, legislative, regulatory and public affairs, and financing activities.

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NOTICE OF ANNUAL MEETING JANUARY 2023

RRWA BOARD OF DIRECTORS

Randy Eddy *CHAIRPERSON*

Curt Frank

Denny Amoss *VICE CHAIRPERSON*

Garry Schiller

Doug Goben *SECRETARY & TREAS.*

Charla Warner

Ken Wuthrich

BIOGRAPHY OF NOMINEES

DISTRICT 2

Denny Amoss and his wife Karen of 51 years reside at 6040 170th Street near Albia, Iowa. They have two grown children, Troy Amoss and his wife Lori; Lynnette Major and her husband Josh; all of Albia and seven grandchildren. Denny is a retired Road Foreman for Monroe County. Denny is also a Monroe County Fair Board member, FFA Alumni member, and serves as a Monroe County Board of Supervisor. He and his wife are involved in many community and church activities. He has enjoyed his last nine years as a Board of Director and looks forward to the opportunity to again serve the patrons of RRWA.

DISTRICT 3

Doug Goben and his wife Denise live on a farm northwest of Corydon at 1643 100th Street and have a small livestock and row crop operation. They have three grown children, Jake (Cheri), Cole (Jennifer) and Sadie (Brett) who all reside in Wayne County and seven grandchildren. Doug served on the Soil and Water Conservation District as a Commissioner and was a member of the Chariton Valley RC&D Board. He has enjoyed being on the Board for the last nine years and would appreciate your vote to continue serving Rathbun Regional Water as a Board member.

DISTRICT 7

Curtis Frank and his wife Kathy live in Mediapolis, Iowa and operate a grain and hog operation in the Oakville area. They have been married for 44 years and have eight children and 26 grandchildren. Curtis has served on the Des Moines County Drainage Board for 25 years and the Two Rivers Levee and Drainage district. He also has served on the Mediapolis Ambulance Service. Curtis has enjoyed serving on the RRWA Board and looks forward to serving in the future years.

Dear Member:

Please take notice that the annual meeting of the general membership of the Rathbun Regional Water Association, Inc. will be held at the RRWA Administrative Office and Treatment Plant located at 16166 Hwy J29, Centerville, Iowa. The meeting will be held on February 23, 2023 and called to order at 7:00 p.m.

The purpose of the meeting will be for the regular election of Directors whose terms expire in 2023. Those names and the names of those nominated to fill the vacancies are listed below. No nominations by petition were received in any of these districts.

A report of the financial condition of the Association and the primary activities of the Association during 2022 will be presented.

Members then may consider the transaction of any other business which may come before the annual meeting.

Each member present at the annual meeting will be entitled to cast one vote for each directorship to be voted upon, and one vote for any other issue that may come before the members.

Those board members whose terms expire in 2023 are: Denny Amoss, Doug Goben and Curtis Frank.

Those nominated to fill the position of Directors whose terms expire are:

District 2: Denny Amoss – 6040 170th Street – Albia, IA 52531

District 3: Doug Goben – 1643 100th Street – Corydon, IA 50060

District 7: Curtis Frank – 3591 250th Street – Oakville, IA 52646

The nominees receiving the most votes in each district where vacancies exist, will be declared to have been elected.

Doug Goben

Secretary/Treasurer

Rathbun Regional Water Association, Inc.

RRWA EMPLOYEE SPOTLIGHT



CODY MCINTIRE

Senior Water Treatment Operator

Cody has worked at Rathbun Regional Water Association (RRWA) for 15 years, starting in August of 2007. As the senior water treatment plant operator, Cody also heads up the bacterial analysis lab for RRWA. He shared one

of the best parts of his job is knowing he is contributing to a staff that produces some of the best and safest drinking water a person can find anywhere. Another piece Cody values is the great comradery among the operational staff. RRWA has put together a fine staff that works good together and also enjoys each other's company.

Cody was born and raised in rural Wayne County, Iowa outside of Seymour until 6 years of age. He then moved to rural Promise City, Iowa where he grew up, graduating from Seymour High School in 2001, followed by Simpson College in 2005. Cody and his wife, Traci, were married April 2, 2022 in Des Moines. They have three dogs, a cat and are expecting their first child, a boy, in July 2023!! Along with his parents, Cody has an older and a younger sister. In Cody's free time, he enjoys spending time outdoors with his wife and dogs. He loves to hunt and fish, but especially bow hunt!



OWEN ROSSMAN

Grade III Water Distribution Operator

Owen is a field area representative in Henry County for Rathbun Regional Water Association (RRWA) and has been with the Association for over 33 years, starting in October of 1989. Owen is always the first person willing to

help fill-in when needed. His daily responsibilities range from water meter remote repairs, water line locates, and collecting easements from customers to assisting the construction crew install a new water hookup or helping find water leaks. He has most enjoyed being a part of the original construction of the last three counties in RRWA's service territory which were Lee, Henry and Des Moines.

Growing up with his father as a Lutheran minister, Owen moved frequently. Owen spent his last three years of high school at Albia High School, where he graduated. Owen has been with his lifetime partner, Barb, for the last 18 years. When not working, Owen enjoys relaxing, watching television, bird watching and helping with the honey-do-list.

You can help protect underground utilities. Please do not move or remove utility marking flags on your property.

Don't Touch Those Flags...*Please!*

There are flags on my property. It is not unusual for home, farm, and business owners to discover that small colored flags have been placed on their property. These flags are very important markers for utility companies and contractors. Utility companies use these flags to identify the location of their underground facilities. Contractors use these flags as guides during their excavation work. These flags help prevent damage to underground utilities that can result in service outages, costly repairs, and even personal injury and death. Please do not touch utility marking flags that are placed on your property!

The flag color has a meaning. The different colors of the marking flags provide important information to utility companies and contractors. This information helps utilities mark their existing underground facilities and

install new infrastructure. The information helps contractors plan and safely complete digging and excavating activities. White flags are used to identify the site of the proposed excavation work to be performed. The other flag colors identify the location of a specific type of underground utility. The meaning of commonly used marking flag colors is described in the following list:

-  **Red** – Electric Utilities
-  **Yellow** – Gas, Oil, + Propane Utilities
-  **Orange** – Phone and Cable Utilities
-  **Blue** – Water Utilities
-  **Green** – Sewer Utilities
-  **White** – Proposed Excavation Area



(ABOVE) State legislators and industry representatives toured RRWA's water treatment facility during the Iowa Water Industry Roundtable.

(LEFT) RRWA hosted an Iowa Water Industry Roundtable which was attended by state legislators and water industry representatives.

RRWA Hosts Water Industry Roundtable Legislators Meet with Industry Representatives

In November 2022, Rathbun Regional Water Association (RRWA) hosted an Iowa Water Industry Roundtable. Participants included state legislators and water industry representatives. The event provided an opportunity for attendees to discuss a number of the challenges faced by drinking water utilities in Iowa. Challenges discussed included cybersecurity, lead service line replacement, PFAS in drinking water, improvements to the Iowa One Call system, and the protection of

source water from threats such as harmful algal blooms. The event also included a tour of RRWA's facility during which participants were able to learn and ask questions about water treatment and distribution operations.

The Iowa Water Industry Roundtable was attended by Senator Ken Rozenboom, Senator Tom Shipley, Senator-Elect Cherielynn Westrich, and Representative Brian Lohse. Participants in the event also included representatives of the Iowa Association of Water

Agencies, Iowa Rural Water Association, Iowa Section – American Water Works Association, and Des Moines Water Works as well as staff with RRWA. A second legislative event that covered these challenges to the state's drinking water industry was hosted by Des Moines Water Works in December 2022. In addition, representatives of Iowa's water industry will hold the annual Water Day at the Capitol event in January 2023 during the legislative session. These events help strengthen the relationship between state legislators and industry representatives as they work together to ensure that Iowans have quality, safe, reliable, and affordable drinking water.

Iowa One Call is the law. Iowa law requires individuals, businesses, and others to notify the Iowa One Call System at least 48 hours (excluding weekends and holidays) before beginning any type of digging or excavating activities. Iowa law also requires all owners and operators of underground utilities to register their buried facilities with the Iowa One Call System. According to Iowa One Call, those planning to dig or excavate must mark the proposed work area using white flags. White paint, white stakes, or other suitable white markings may also be used. The Iowa One Call System requires utilities to use the different color flags to mark the location of their underground facilities near the proposed area of excavation.



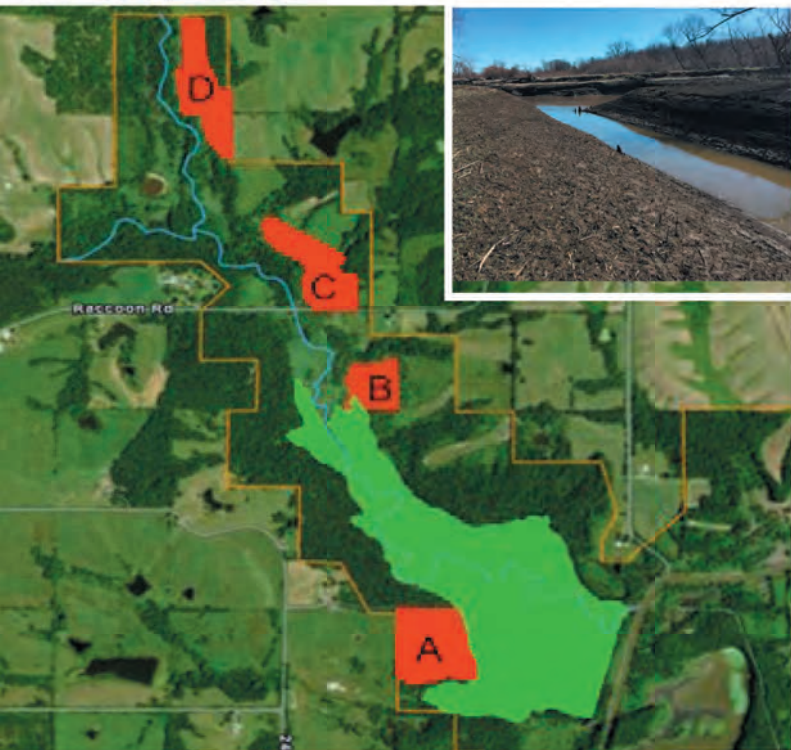
RRWA's Service Area Representatives locate and mark the Association's water lines in areas of proposed excavation work.

PFAS Public Notice

Rathbun Regional Water Association's (RRWA) Burlington System has levels of PFOA above the US EPA's drinking water lifetime interim health advisory. A public notice has been posted on RRWA's website at <https://www.rrwa.net/CMDocs/RRWA/RecentNews/PFAS-Public-Notice-RRWA-Burlington-System.pdf>

To learn about PFAS and drinking water, visit the USEPA at <https://www.epa.gov/pfas> and the Iowa DNR at <https://www.iowadnr.gov/Environmental-Protection/PFAS>.

Still have questions, please contact Jeremy Buckingham, RRWA's Water Treatment Plant Superintendent, at 1-800-233-8849.



Investing in Rathbun Lake

Partnering with the Corps Section 1135 Program

Over the past two decades, federal, state, and local partners cooperating on efforts to protect and improve Rathbun Lake have worked together on a series of projects that use financial and technical resources available through the US Army Corps of Engineers Section 1135 Program. The Section 1135 Program, created in the Water Resources Development Act of 1986, authorizes the Corps to partner with non-federal sponsors on ecosystem restoration projects.

Projects completed at Rathbun Lake that leveraged resources from the Section 1135 Program include Greenville Marsh, Southfork Wetlands, and Shoreline Stabilization and Restoration. Greenville Marsh, in Lucas County, and the Southfork Wetlands, in Wayne County, filter runoff from 15,000 acres of land before it enters Rathbun Lake. Shoreline stabilization and restoration at critical sites around Rathbun Lake reduce sedimentation and protect important aquatic habitat. Partners invested \$10 million in these projects.

Walker Branch Wetland will restore wetland and upland at Rathbun Lake. The area is a significant source of sediment that enters the lake.



Projects currently underway at Rathbun Lake through the Section 1135 Program include additional shoreline stabilization and restoration as well as a barrier to limit out-migration of walleye and other fish species to preserve the lake's balanced ecosystem and high-quality fishery. In addition, the planned Walker Branch Wetland project, located in Wayne County, will restore close to 180 acres of wetland and associated upland to provide habitat, recreation, and water quality benefits, filtering runoff from 11,000 acres before entering Rathbun Lake. Partners will invest close to \$15 million in these projects.

Shoreline stabilization and limiting the out-migration of important fish species will protect and enhance resources at Rathbun Lake.

In addition to the US Army Corps of Engineers, state and local partners that have made these projects possible include the Iowa Department of Natural Resources, Iowa Department of Agriculture and Land Stewardship, Southern Iowa Development and Conservation Authority, Pheasants Forever, and Rathbun Land and Water Alliance members Lucas and Wayne Soil and Water Conservation Districts and Counties and Rathbun Regional Water Association.

CONSERVE YOUR LAND, Protect Rathbun Lake

Hundreds of landowners in the Rathbun Lake watershed are installing practices to conserve their land and to protect Rathbun Lake. These practices control soil erosion and reduce sediment and phosphorus carried in runoff to the lake. Commonly installed practices are terraces, basins, ponds, and seeding cropland to hay and pasture. Assistance to install these practices is available to landowners in the Rathbun Lake watershed. To find out if your land is eligible for this assistance, please contact the Soil and Water Conservation District offices in Wayne County (641-872-1350) or Lucas County (641-774-2512).



RRWA Grows Stronger

ASSOCIATION'S STRENGTH IN NUMBERS

Rathbun Regional Water Association (RRWA) strives to provide customers a high quality, reliable, and affordable supply of drinking water. Achieving this level of service requires RRWA to make significant and ongoing investments in highly-skilled staff, state-of-the-art technology, and modern infrastructure. Steady growth in the number of customers served by RRWA has been one of the most important factors that enables the Association to make these investments. RRWA currently serves close to 100,000 residents, farms, and businesses in the rural areas of 18 counties and 58 communities in Iowa and Missouri.

WORKING TOGETHER TO ADDRESS A NEED

For a number of years, officials with the City of Unionville and the Public Water Supply District No. 1 of Putnam County in Missouri worked closely with RRWA to develop a plan that would best address the long-term drinking water needs of the City and District. The City of Unionville's water treatment plant required extensive and costly upgrades to remain in operation. The plant supplied all of the City's drinking water as well as a portion of the water required by the District. The District obtains the balance of its potable water from RRWA. Engineering studies determined that acquiring drinking water from RRWA was the most viable

cost-effective option to satisfy the City's and District's current and future water supply needs.

SERVICE EXPANDS TO MISSOURI MEMBERS

In 2020, RRWA initiated construction activities to provide water service to the City of Unionville and expand service to the Public Water Supply District No. 1 of Putnam County in Missouri. The project included installing approximately 30 miles of water main, constructing two 300,000-gallon elevated water storage tanks, and building four booster pump stations. The project cost was close to \$7 million. RRWA completed construction activities and began supplying drinking water to the City and District in mid-year 2022.

IMPORTANCE OF LEADERSHIP AND PARTNERS

Accomplishment of a project of this magnitude and significance required leadership, hard work, and support from many partners. These partners included officials and staff with the City of Unionville, Public Water Supply District No. 1 of Putnam County, and RRWA; McClure Engineering Company; USDA Rural Development in Missouri; Missouri and Iowa Departments of Natural Resources; Eatherly Constructors; Morris & Company; Caldwell Tanks; J.R. Stelzer; Chariton Valley Electric Cooperative; North Central Missouri Electric Cooperative; cooperating private landowners; and many others.

(BELOW) RRWA's 300,000-gallon elevated water storage tank #45 and booster pump station for the Public Water Supply District No. 1 of Putnam County, Missouri.



If Your Neighbor Has a Smart Meter, Why Don't You?



Call RRWA for Your Free Smart Meter! 1-800-233-8849

WATERSCOPE

Welcome [3083265](#)

Last updated on December 04, 2022 | 01:41 AM

Yesterday vs Budget	Current Status
04 Dec 22 31581.6 % 101.9 G Budget - efficient	No Water leak found

IOWA NUTRIENT COLLABORATIVE Creates Network to Raise Awareness of Nutrient Contamination in State's Water Supplies

By: Melissa Walker-Coordinator, Iowa Nutrient Collaborative

Dozens of public water supplies, golf course and even trailer parks, both rural and urban, are at risk from contamination from nutrients, mostly nitrogen and phosphorus.

The Iowa Department of Natural Resources knows of at least 50 that have had to either treat for or blend water sources in order to meet drinking water regulatory standards for nitrate. Because of continued water quality challenges, a group of Iowa public water supplies formed the Iowa Nutrient Collaborative for Public Water Supplies in 2021. The group aims to serve as an information source to build collaborative among Iowa's rural and urban public water supplies that are challenged by management and treatment of nitrate in the state's rivers, lakes and streams.

This year, the Collaborative expanded to include stormwater and wastewater professionals in recognizing that all entities have a responsibility to educate the public about nutrient contamination in Iowa, work together to problem-solve, and engage new audiences in protecting source water.

As a state, Iowa realizes the need to reduce nutrient pollution in waterways. In 2013, the Iowa Nutrient Reduction Strategy (INRS) was introduced as the plan for reducing nutrient overload, which are largely created by non-point agricultural sources. The INRS has been codified as the state's official water quality policy.

Protecting source water in Iowa's lakes, rivers, and streams has multiple benefits that include:

- Protection of drinking water sources and public health
- Protection and enhancement of recreational waters and aquatic habitats
- Promotion of economic development and prosperity, and an enhanced quality of life for all Iowans

While the INRS contains valuable and useful science, reductions in nutrient pollution have yet to be achieved; meanwhile, source

water continues to suffer from the effects of excess nutrient loads. The Collaborative brings together the technical, scientific and professional expertise of water professionals from across the state who, collectively, could have a powerful influence on the conversation around source water protection in Iowa. Support is needed to inform the public about the nutrient problem in Iowa and a network is needed to support water professionals in expanding the conversation across the state and to new audiences.

Collaborative takes message on the road

The Iowa Nutrient Collaborative is passionate about telling its members' stories about source water protection and the challenges Iowa's public water supplies face to provide safe, affordable drinking water to customers.

Since its creation, the group has presented at several events throughout Iowa, including the Iowa Chapter of the American Water Works Association fall conference in 2021. The Collaborative is scheduled to present again at the 2022 event and at the 2022 Iowa Water Conference. Collaborative members this spring talked about watershed protection with more than 100 land appraisers and farm managers at the Iowa Chapter of the American Society of Farm Managers and Rural Appraisers meeting.

Sharing the stories of its members is important to provide perspective and understanding of what treating and monitoring water quality means on a daily basis.



Almost 50 public water supplies in Iowa treat for nitrate, as shown with these green dots. Information courtesy of the Iowa Department of Natural Resources.

A source water specialist with the Iowa Rural Water Association and a member of the Iowa Nutrient Collaborative for Public Water Supplies, discussed the importance of source water protection, how utilities and water supplies can develop a plan and what resources are available for implementation. Part of developing a plan is talking to landowners about implementing management practices that can improve water quality, so Velvet Buckingham, an environmental specialist with IDALS and project coordinator with the Rathbun Lake Watershed project, joined the presentation. She shared "boots on the ground" methods for how to work with landowners on source water protection methods and where drinking water utilities of all sizes can seek resources and program assistance.



Des Moines Water Works CEO/General Manager Ted Corrigan speaks at the unveiling of the cover crop seeder about the utility's efforts to collaborate with others in a goal to increase the number of cover crops in the Des Moines River and Raccoon River watersheds.



Jennifer Terry, External Affairs Manager, Des Moines Water Works



Mary Beth Stevenson, Watersheds & Source Water Program Manager, Utilities Department, City of Cedar Rapids



Marty Braster, Support Services Officer, Rathbun Regional Water Association

Diverse membership offers variety of perspectives

Active members in the Collaborative come from diverse organizations across rural and urban Iowa and represent a number of perspectives. Current Collaborative members include small, medium and large utilities, Iowa Rural Water Association, Iowa Stormwater Education Partnership and advisers from the Iowa Department of Natural Resources and U.S. Environmental Protection Agency Region 7.

Additionally, the group established the following initiatives to protect source water:

- Raise awareness of the multiple benefits of reduced nutrient levels in Iowa's waters and elevate the urgency around reducing nutrient loads
- Identify and share "best practices" for the protection of drinking water sources. Best practices may be at the treatment level and/or at the watershed/prevention level
- Provide education and training opportunities for drinking water professionals
- Provide opportunities for networking and professional development
- Provide communication strategies for outreach to landowners, the public and policy-makers that accurately represent the urgency of nutrient reduction

In addition to presentations, the Collaborative hosts field day opportunities for its members to learn about best management practices, partnerships and other work being done in Iowa to improve water quality.

In July, members attended a field day in Des Moines, where the Central Iowa Cover Crop Seeder Project was unveiled. The seeder was purchased in a partnership among the Iowa Department of Agriculture and Land Stewardship, Polk County Supervisors, City of Des Moines and Des Moines Water Works, with ag retailer Heartland Cooperative managing the use of the seeder for interested customers in central Iowa who want to apply cover crops to their land.

Collaborative members had an opportunity to view the seeder, listen to representatives from each entity discuss the importance of the project, ask questions of those individuals, and network with water professionals and water quality partners and stakeholders from across Iowa and even the world.

Filling a Gap in Source Water Protection Education

The Collaborative, a grassroots-based organization, is building momentum. Collaborative members have together developed presentations and engaged new audiences around the

state to demonstrate the need and develop support among new and unlikely allies in the importance of source water planning and protection efforts.

In addition to educating new audiences about source water protection, the Collaborative continues to work to establish education and outreach for public water supplies across the state and provide water professionals with education, training and a sense of community as they struggle to meet regulatory standards.

In order to ensure sustainability for the Collaborative, the executive committee is seeking funds to support the coordinator position, fund academic research about source water protection communication, and offer in-person educational and networking opportunities for water professionals around the state including important work in rural and suburban areas.

Drinking water utilities that treat for nitrate are welcome to join, along with any utility, no matter how big or small, or any interested water quality stakeholder organization.

For more information about membership or to request a meeting with the Collaborative, contact coordinator Melissa Walker: mwmediaconsultants@yahoo.com.



Will Hoffmann, a conservation agronomist with Heartland Co-op, explains how the cover crop seeder works to members of the Des Moines Water Works senior management team and others from the utility. Ag retailer Heartland Co-op is managing use of the seeder for interested customers in central Iowa who want to apply cover crops on their land. The seeder was unveiled at a public event, which was a field day opportunity members of the INC could take advantage of to learn about the project and network with other drinking water producers.



The Central Iowa Cover Crop Seeder project is a partnership among Des Moines Water Works, the city of Des Moines, Polk County Supervisors with the Iowa Department of Agriculture and Land Stewardship.



WEST O BREWERY

West Lake Okoboji, the deepest natural lake in Iowa, was carved by a glacier over 14,000 years ago – and to this day is one of only three blue water lakes around the world. Home to one of the most robust summer tourism communities in the midwest, and the oldest roller coaster west of the Mississippi, West Lake Okoboji is also the source of some of the softest water around. Perfect for brewing beer.

HOME BREWED

After 10 years of homebrewing, and then market and feasibility research, Matt and Michaela Matthiesen opened up West O Beer in 2013. “We loved brewing beer, and we saw an opportunity in Okoboji to share that love.



Really, of all the goals that people set when they start a company, we simply wanted to be recognized as “the local craft beer” by members of our already amazing community.” Matt said. Why here, of all places? “Okoboji is known for one thing: water. This resource also happens to be the most important ingredient in beer. And we wanted to brew it where we could get, and showcase the best.”

Two coveted Great American Beer Fest gold medals and nine years later, West O Beer has showcased this water source to the tune of 19,000 barrels of brewed beer – roughly enough beer to fill an Olympic-sized swimming pool.

At seven miles long by two wide, and protected by surrounding wetlands, West Lake Okoboji is fed by a subterranean spring, making its water naturally soft. Most breweries have to add minerals necessary to artificially treat and soften their water, or simply leave them out. Matt and Michaela knew this unique resource was also one their business should help protect. Part of West O Beer’s mission from its very founding was the will to work hand in hand with local and regional clean water groups, to connect their beer directly with Lakes Area efforts protecting that very water source, and the very livelihood of the Lakes Area. An early

conversation with Keep Okoboji Blue’s Deidre Rosenboom and Kyle Hamilton sparked a deep partnership between the two – and Blue Canoe was born, a collaborative beer that raises money and awareness for Keep Okoboji Blue’s efforts.

Founded in 2005, Keep Okoboji Blue spreads the importance of water quality and the protection of the Iowa Great Lakes’ ecosystem through environmental campaigns, water and beach cleanups, and other efforts. Fighting the potential impact that pollution runoff and aquatic invasive species can have on the lake’s environment, and the potential considerable economic impact on the people that live in the Lakes Area, Keep Okoboji Blue frequently organizes volunteer cleanup efforts both on and off the water, educational events around the Lakes Area, and advocacy campaigns around lake friendly lawn care, low impact developments, and those invasive aquatic species.

“Keep Okoboji Blue’s long-term vision and specific focus on the Okoboji area made for a natural partnership,” Matt said. “Our beer starts with our water, and each and every pint of Blue Canoe poured goes right back into taking care of that very water and the Lakes Area ecosystem.” Since releasing the beer on May 21st, West O and Keep Okoboji Blue have partnered on water and lakes cleanups, an environmental symposium, and the proceeds from those events and Blue Canoe sales have raised over \$8,000 for the Keep Okoboji Blue endowment.

TAKING ROOT

For West O, such programs reflect their increased commitment to water quality initiatives, land and soil conservation efforts, and community engagement.



In April of 2022, West O Beer launched their Taproots initiative as a way to formally and more deeply establish a framework for giving back to the community that has given so much to the brewery. Formally, Taproots draws deeply from West O's passions – tapping into its beers and spaces to give back through the following programs:

- (1) ON TAP: Beers brewed at the source with collaboration and community in mind from step one.
- (2) ON THE GROUND: Activities throughout the Lakes Area that clean, conserve, preserve and showcase our home.
- (3) ON US: Fundraising events at the West O Beer taproom that highlight the incredible work of area nonprofits and initiatives.
- (4) WEST O GIVING: General donations and sponsorships benefiting the Lakes Area. To date, West O Taproots has raised over \$30,000 for area organizations and initiatives, as well as deepening relationships in the Lakes Area.

BLUE WATER

Two of those important relationships are set to directly engage West O further in water quality efforts state-wide next year.



Starting in 2023, one student from an Iowa Board of Regents university will spend a summer researching at the Lakeside Lab as the “West O Water Quality Research Intern.” Founded in 1909, Lakeside Lab is now a 147-acre research lab and outdoor community resource located on Little Miller’s Bay, West Lake Okoboji. Each year, the Lab hosts dozens of researchers, artists, and experts across disciplines and scientific fields. Partnering with Lakeside Lab will now also directly impact one Iowa students’ education – and water quality research not only in the field, but in West O’s backyard.

Further afield, West O looked at Blue Canoe and their distribution map and wondered if that same playbook could do more – if connecting their beer with water quality efforts could take root across the entire state of Iowa.

Beginning in late-2022, West O Beer began rebranding their tap handles as part of a commitment to cleaning up waterways beyond the Lakes Area. In partnership with Doll Distributing, “Blue Taps = Blue Water” will feature new, water-inspired blue coated tap handles – signaling to patrons that West O Beer enjoyed anywhere those blue handles are found is directly impacting and protecting

their water. To start, West O Beer and Doll Distributing are donating a portion of each keg sold in Northwest Iowa to Keep Okoboji Blue. Further partnerships with water quality nonprofits and efforts in Central Iowa, Nebraska, and South Dakota are forthcoming.

“Again, it always comes back to water for us,” Matt said. “Awesome Water = Awesome Beer has always been a kind of slogan for us. And if West O Beer can connect craft beer lovers across the state and beyond with water quality initiatives protecting their water, wherever our beer is sold, poured, and enjoyed...that just makes for even more awesome water, and more awesome beer.”

(And for what it's worth, anyone who would like to see their local watering hole contribute to making their water better, kindly ask them to put West O Beer's blue handles on their tap lines!)





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Water Matters

DID YOU KNOW.....?

- ❖ 2% of the earth's freshwater resources cannot be used because they are in glaciers.
- ❖ 10 inches of snow is the equivalent of one inch of rainwater.
- ❖ The world's snowiest city is Aomori City in Japan.
- ❖ Flushing toilets uses the most water in a household.
- ❖ About 5 gallons of water will run down the drain if you leave a faucet on for one minute.
- ❖ A watershed is an area of land that water flows across or under on its way to a stream, river or lake.
- ❖ Plant roots are especially good at holding soil in place and keeping dirt from washing away.
- ❖ Snowflakes have six sides.
- ❖ Sand and gravel are very good at removing dirt and contaminants from river water as water sinks down through it.
- ❖ The zone of water saturation below ground is called a water table.
- ❖ 75-80% of the earth's surface is water.
- ❖ The world's largest snowman was built in Austria and is 38.04 meters tall or around 124 feet.
- ❖ People are being encouraged to plant wetlands because they are especially good at soaking up pollutants like fertilizer and pesticides so they do not get into lakes, rivers and streams.