# **EDITORIAL**

# The New West



The Old West had small populations and certainly never had to worry about water quality. You can watch any Old West movie and see cowboys dipping their cups into a barrel outside the local saloon. Most of us cringe at what could be in there, but they just never worried.

Now, the face of the West is very different. The "New West" has emerged full of concerns and new laws that make water treatment

necessary and some that make it harder to sell. California is well-known for its progressive way of thinking. Although often its tactics may be questioned, many people anxiously wait to see what will be next. Will there be more bans? Stricter regulations? The state's legislation continually has been challenged by the Water Quality Association, NSF International, water treatment professionals nationwide and other organizations. With all of this in mind, let's take a look at some things that are happening in the Western region.

- Methyl tertiary butyl ether (MTBE) continues to make headlines as gas companies continue taking steps towards eliminating its use in gasoline. Chevron U.S.A., Inc. announced its latest efforts to discontinue its use of MTBE in all gasoline sold in California. Its phaseout is expected to be complete by May of this year, finishing ahead of California Governor Gray Davis' deadline of December 2003. Chevron's gas uses ethanol instead of the more widely used MTBE, a possible carcinogen. MTBE was the product of choice to reduce air pollution until it was pinpointed as a water contaminant. Ethanol is the only approved oxygenate for California gas.
- Perchlorate is becoming more common in the the Southwest region of the United States. Drinking water supplies stemming from the Colorado River have seen a rise in perchlorate levels. The river serves approximately 20 million people, and the contamination has forced hundreds of wells to be closed. Most of the perchlorate manufactured in the United States is used as the primary ingredient of solid rocket propellant. Wastes from the manufacture and improper disposal of perchlorate-containing chemicals will demand treatments such as biological treatment and ion (anion) exchange systems with other technologies continually being examined.
- Salinity concerns and issues relating to the California law SB 1006 continue to arise. The law went into effect January 1. This bill states that water districts can ban automatic water softeners if they meet a set of state-mandated criteria including being out of compliance with waste discharge or water reclamation standards. Also, districts must identify and take steps to reduce all sources of salt, and they must show that banning softeners would bring the district into compliance.

In addition to these issues and concerns, you can find out more about what's happening in the Western region on page 10. The focus on the Western states includes discussion on mold, arsenic and reverse osmosis technology updates.

Best Wishes,

Wendi Hope King wqpeditor@sgcmail.com www.waterinfocenter.com



Scranton Gillette Communications, Inc. 380 E. Northwest Hwy, #200, Des Plaines, IL 60016-2282 Telephone 847/298-6622 FAX 847/390-0408

#### EDITORIAL STAFF

wqpeditor@sgcmail.com

Wendi Hope King Editor wking@sgcmail.com

Dan Soltis Production Editor dsoltis@sgcmail.com

Natalie W. Ferguson Copy Editor nferguson@sgcmail.com

#### MANAGEMENT

**Ken Hughes** Group Publisher khughes@sgcmail.com

Adrienne Miller Sales/Marketing Associate amiller@sgcmail.com

#### ADVERTISING SALES

National Sales Office

Scranton Gillette Communications, Inc. 380 E. Northwest Hwy, #200, Des Plaines, IL 60016-2282 Telephone 847/298-6622 FAX 847/390-0408

**Don Heidkamp** National Sales Manager dheidkamp@sgcmail.com 847-391-1047

**Sharon Cordina** Regional Sales Manager scordina@sgcmail.com 847-391-1051

**Donna Aly** Classified Ad Sales Manager daly@sgcmail.com 480-941-0510, ext.13

# ADVERTISING ORDERS

ads@sgcmail.com

**Shirley Marcinko** Advertising Contract Manager smarcinko@sgcmail.com

## MAGAZINE PRODUCTION

sgcproduction@sgcmail.com

Scott Figi Production Manager sfigi@sgcmail.com

# INTERACTIVE MEDIA GROUP — INTERNET

**Hal Gillette** Group Publisher hgillette@sgcmail.com

## CORPORATE

H.S. Gillette Chairman/CEO

S.G. Schultz President

E.S. Gillette Vice President Sales

K.S. Gillette Secretary

C. Peterson Director of Human Resources

B. Clarke Controller

L.L. Lambdin, CCP Director of Circulation

### EDITORIAL ADVISORY BOARD

Dan Cammack Alamo Water Refiners, Inc.

Guillermo Guzman H2O International

Dr. Alan Leff National Testing Labs, Ltd.

Wes McGowan Wes Max Consulting, Ltd.

Roger Miller Osmonics

**Daniel Noble** Environmental Business International







