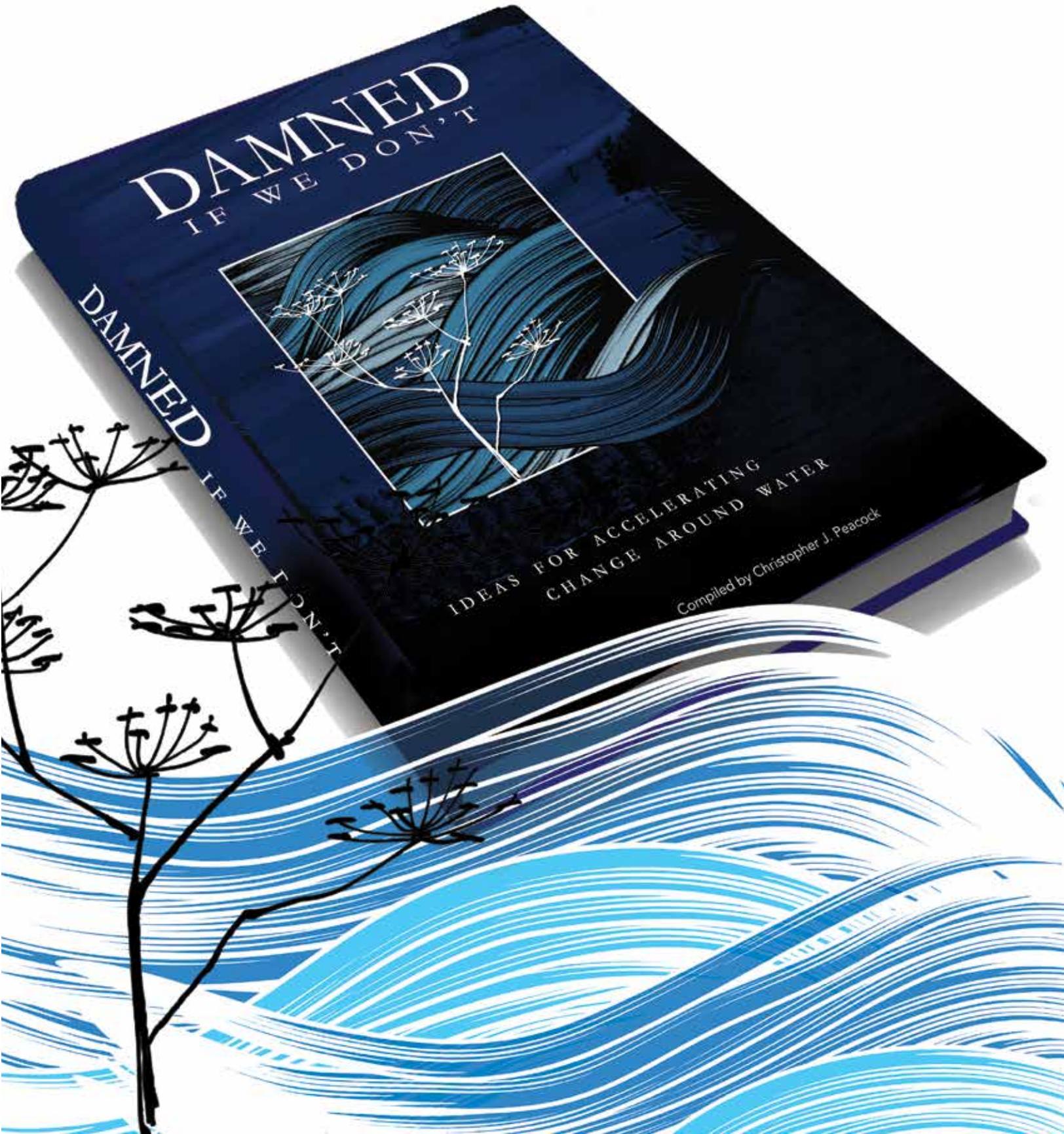


MEDIA KIT

Damned If We Don't
Ideas for Accelerating Change Around Water

Edited by: Christopher Peacock



***For my fellow innovators, collaborators and instigators
who continue pushing the boundaries of change.***

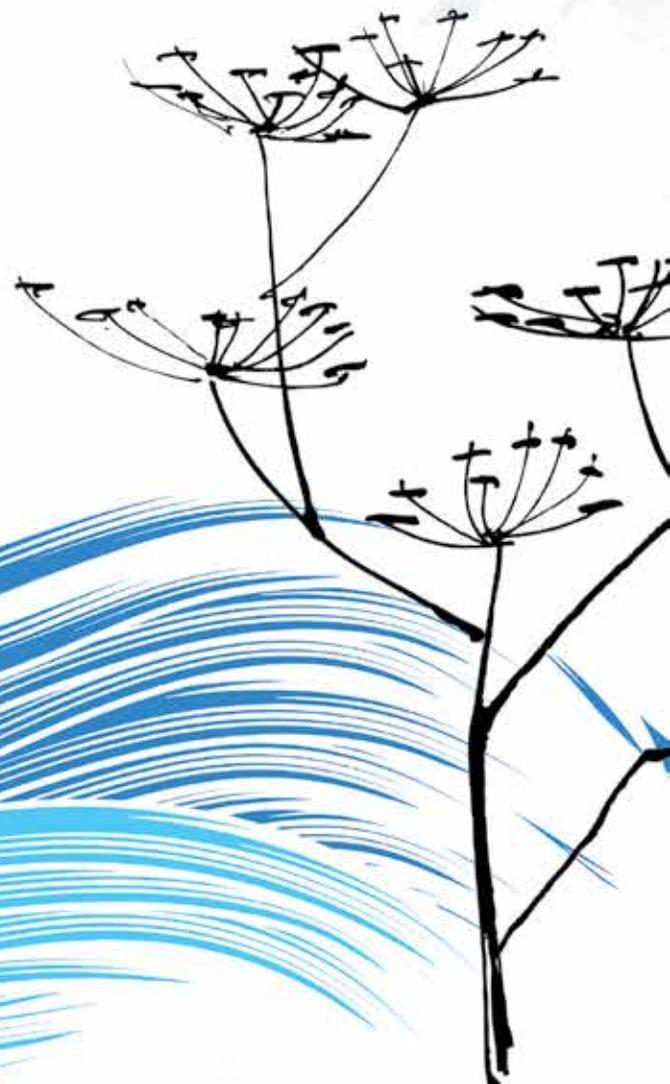
MEET THE EDITOR

Christopher Peacock has dealt with water-related issues for most of his life. Before he founded The Water Innovation Project, Chris was involved in several projects that dealt with water resource management in a region of the southwestern United States.

Since then, he's been on a mission to transform the way we value water through innovation and collaboration; it's through sharing ideas and information that we can conserve, preserve and save our most precious resource.

Chris is also the creator of H2.O, a platform that focuses on collaboration and sharing knowledge within the water utility industry, specifically around the smart grid for water.

"Something strange is going on...recent floods are similar, each involved rotating low pressure systems that remained in the same place for an unusual period of time - storms are becoming fundamentally different in different regions. High and low temp records are being bookend everywhere....why?"





ABOUT THE BOOK

“Damned If We Don’t” is a series of essays written for members of the water sector by members of the water sector.

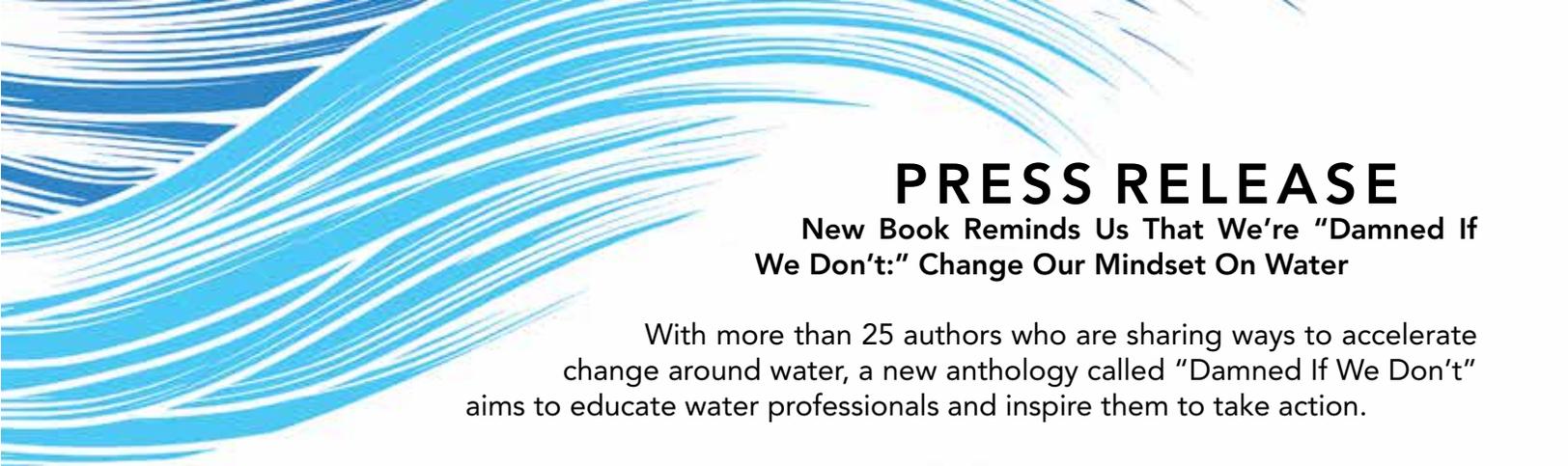
This book is a microcosm of the potential for collaboration and innovation that already exists in the sector today – it represents a shared vision to help accelerate much needed change around water, whether it’s through sharing ideas or encouraging more dialogue about critical issues.

Written by thought leaders who are directly addressing and tackling many of the issues surrounding water, this collection of material shares innovative approaches and provides ideas for the management of our most important resource.

From policy ideas to behavioral change, from engineering to new technology, these authors include solutions and reflect on the importance of collaboration, teamwork and dialogue. The goal is to help people reflect on these growing opportunities that can transform the way we manage water throughout the supply chain.

The water sector is fractured, but we can bring it together through effective dialogue and sharing ideas; “Damned If We Don’t” is a step in that direction.





PRESS RELEASE

New Book Reminds Us That We're "Damned If We Don't:" Change Our Mindset On Water

With more than 25 authors who are sharing ways to accelerate change around water, a new anthology called "Damned If We Don't" aims to educate water professionals and inspire them to take action.

SACRAMENTO – A new water anthology, "Damned If We Don't! Ideas for accelerating change around water", has just been pre-released this week by The Water Innovation Project. The book is focused on water-related issues and personal stories from more than 25 different authors who represent a variety of ideas around better managing the industry's relationship with water.

"With topics that range from climate change to conservation to smart grid enhancements and water innovation, this book is a collection of viewpoints that encourage, inspire and invoke a drive to take action," said Christopher Peacock, founder of the Water Innovation Project and publisher of the book. "Water professionals need to see how collaboration and information sharing are the smartest ways that we can save, strengthen and rebuild our fractured water sector."

Authors include water experts like Bob Sandford, EPCOR Chair of the Canadian Partnership Initiative in support of the United Nations "Water for Life" Decade; Karen Kun, Executive Director of Toronto-based Waterlution; Dave McGimpsey, a Denver-based energy lawyer who has represented water utilities for over 15 years; and Renee M. Kayal, Program Director of Education & Training for the Water Environment Federation.

This book, as Peacock notes, is about taking action. But it is actually taking action itself in its own way.

"For every preordered copy of 'Damned If We Don't', half of the proceeds will be donated to Water For People, a Denver-based charity that focuses on water quality and sanitation throughout the world," he stated. "So preordering this book is not just a way to inspire readers to take action, but every donation will be put to good use before a reader looks at the first page."

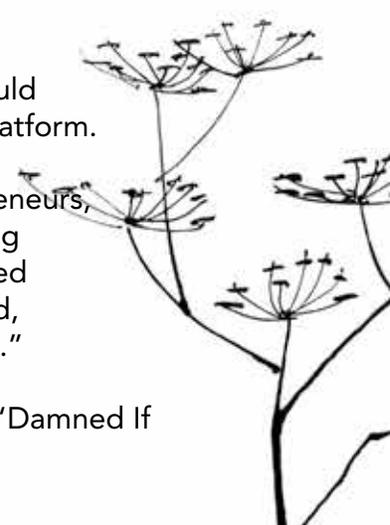
Two pre-release chapters have already been available at www.wateranthology.com:

- Advancing One Water Management with One Water Communication, written by Donna Vincent Roa, an internationally accredited business communicator and a water communication expert
- Utilize Social Media – Don't Block It, written by Todd Danielson (P.E., BCEE), Chief Utilities Executive at Avon Lake Regional Water.

The book includes personal anecdotes as well as thought-provoking pieces that could change the industry itself, and it is available for download on the Amazon Kindle platform.

"Along with a variety of experts in this anthology, such as utility managers, entrepreneurs, policy makers and professors, it was necessary that they have been doing something extraordinary with their use, leadership or research as it pertains to water," explained Peacock. "This book can help us learn to accelerate change in our behaviors around, management of and relationship to water... if we don't, we may indeed be damned."

To preorder the book, read pre-released chapters and for more information about "Damned If We Don't", please visit www.wateranthology.com.





EDITOR Q&A

Chris, what motivated you to write "Damned If We Don't?"

The idea for this book came in reaction to my frustration with the water sector. Given the current drought conditions in the Southwest, the flooding back east, and the fragmented water market I didn't feel like there was an approachable resource for people to understand water issues in today's reality. So I started asking my friends and colleagues in the sector if they were interested in a larger collaboration, and I got a resounding "YES." What started out as a crazy "what if we wrote a book" idea has now evolved into something more meaningful than I could have imagined!

How has your experience helped with writing Damned if we don't?

Over the past 15 years, I have been exposed to some amazing individuals and thought leaders in the water sector. Exploring innovative ideas, working directly in the intersection of water and data, seeing how the industry is changing business models and working with water entrepreneurs has given me a unique perspective on water. I never would have been able to pull together such an amazing group of authors for this anthology had I not worked in so many different areas of the industry.

What part of being an indie publisher do you find most rewarding/challenging?

I never intended to become a publisher. It is an entirely new business. But I found the existing publishing models in the water sector were not sufficient for the book I wanted to write and get to market in such a short timeframe. So, like most of my career, I carved a new path.

It has been challenging to learn how to publish and market a book, there are a lot of details you would never think about. But it has been rewarding. Existing publishers have an important role to play in the water sector, but I think there is a great opportunity to get some new, fresh voices out to a broader audience. That's the most rewarding part so far. Helping my colleagues find an audience they may not have ever had access to before.

Who is the audience of your book?

This book is intended for water professionals. It is intended to help water industry leaders learn about some innovative approaches to water management. It is also intended for people who are interested in learning more about the water industry. While this book does not cover every aspect of the industry, it does give some great insight into emerging trends that almost any reader could understand.

What is the ultimate goal of your book?

To encourage people to take action. No one will argue that the water industry has been stagnant for too long. There are some awesome people doing great things, and if nothing else, I want to encourage others to take action and help lead us to a new era of water management. It is going to take innovation, strong leaders and intense collaboration to change the way we view water. I am hopeful to ignite the excitement for others to see the opportunities in water and help them accelerate their own activities!





EDITOR Q&A

What's the most important message readers will get from your book?

That everyone has a voice. And they should express it. If you are willing to find the courage to do something significant, there is an amazing support system in the water sector that can help.

What makes *Damned if we don't* different from any other book?

It's an experiment born of passion. This was never intended to become a "real" book. It was just an idea that people thought was great. This is not a technical piece, or a book dedicated to a single subject. Rather, it is compilation of ideas that has some common themes. Which I think is tremendous. It allows people to continue the conversation and dig deeper for dialogue on those topics they find most compelling.

Did writing this book change your life in any way?

Absolutely! It's been a painful process at times, learning a new trade, while working a full-time career and running a company. But, I have become closer to many of the authors. I have made new friends along the way.

And this project has proven to me that people really do care about making a difference in the world. That water has so many facets, no single person or company holds a single answer. Rather, it reinforces the idea that without collaboration, we will be damned to continue living in the past.

What are you working on now?

I am continuing to work on H2.O - an industry initiative to share best practices and ideas around the smart water grid while looking into various other projects through The Water Innovation Project. I am working with an amazing company, FATHOM, to bring the smart grid for water to market. And I am already beginning my next book. Stay tuned for more ...



GIVING BACK: WATER FOR PEOPLE

Water For People exists for one purpose, and it's as simple as our name: we want all people to have safe, continuous water, and when they do, our job will be done. We want water for everyone, forever.

The campaign is simple, for every pre-order of Damned If We Don't, \$5 will be donated to Water for People.



water for people

everyone | forever

"Change takes immense amounts of resources, but real change occurs more effectively with community involvement & meaningful communication."



Damned If We Don't!

Ideas For Accelerating Change Around Water

Water Anthology Press

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With editing assistance from Craig Martin (www.CMBW.us)

*"The real purpose for this book is to become a catalyst
and mobilize a revolution around water."*



Water Anthology Press