



Where Practice and Research Live

Welcome to 2019, a new year with new beginnings. Perhaps you, like many others, have made some New Year's resolutions—resolutions for change or perhaps to improve in some way.

Last year in the November edition of *Journal AWWA*, I discussed AWWA's different publications and their unique position and purpose for the water industry. In this month's column, I want to provide you with AWWA's New Year's resolution for its publications. For now, just consider this resolution as a way to explain where you'll find the kinds of information you need to do your job well and stay current on the latest research.

As of this month, AWWA has three periodicals for water professionals. The first is the ever-popular and practical *Opflow*. The second is AWWA's flagship publication, *Journal AWWA*, which has been providing unparalleled thought leadership in the water sector since 1914. And the third is the new *AWWA Water Science*—an online, continuously published set of peer-reviewed articles providing water professionals with trusted research findings intended to advance the knowledge of the water sector. The transition to three distinct publications, each having a unique market position, is part of the strategy to clarify where water practice and water research reside in AWWA publications.

I have been reading *Journal AWWA* for over 25 years. As a young professional, I read the *Journal* as a way to learn about the important issues of water and to help me advance professionally—there is nothing more impressive than quoting the *Journal* to your boss. I valued its content and considered the authors to be the water sector's premier experts; my goal was to absorb everything they had to say. As a result, I would rip articles out of the *Journal* and place them in a well-organized and segmented three-ring binder for future reference.

While the rip-and-binder approach was not uncommon 20-plus years ago, it is not how *Journal AWWA* is read today—nor is it how anyone wants to keep their key knowledge resources. Today, water professionals may still like to read the *Journal*, some in hard copy and some electronically, to stay current. But saving hard-copy articles is passé. Today, when we need to know something, we search online using keywords, and we expect the information to be there. At AWWA, we have taken big steps to open up *Journal* content from over the past 105 years—all the way back to 1914—by making it electronically available and searchable—all

you need to do is type in a keyword and you will get over a century of knowledge.

Practical, cutting-edge knowledge has consistently been a hallmark of the *Journal*. In fact, a recent market survey comparing *Journal AWWA* and *Opflow* against 11 other water sector publications indicates that AWWA's publications are the most recognized and the most read. As if that is not enough, AWWA's international members indicate that the *Journal's* technical content is the number one reason they join AWWA.

AWWA's 2019 resolution is to take another step forward, with three publications each providing different types of innovation in the water sector. For example, *Journal AWWA* will continue to keep you up-to-date on key water practices on strategy, innovation, and best management practices in the water sector, but its tone will become less formal, more readable, than in the past, and the breadth of topics will be greater. *AWWA Water Science*, the new online publication, will house our peer-reviewed, scholarly research articles. It will be of great interest to academic professionals, students, and researchers. The goal is that this publication become the preferred source for research in the water sector. Finally, the highly readable *Opflow* will continue to provide core hands-on, need-to-know practical knowledge, but it will develop beyond being a print publication to become an online destination for operators and other water professionals. The online component of *Opflow* will expand to offer multimedia, how-to videos, training opportunities, and other web-based value.

That is AWWA's resolution—to keep you informed with the best knowledge, the way you want it, with easy whenever-you-want-it access, uncluttered, with water practices and water research living in distinct publications.

If you don't have a 2019 resolution, or if you'd like to add another one, I suggest you consider publishing an article in *Opflow*, *Journal AWWA*, or *AWWA Water Science*. It is not hard to do, and we are here to help. The easiest way to learn how to publish with us is to look up periodicals on AWWA's website (www.awwa.org/publications). And who knows—maybe some young professional will admire you as a water sector expert, absorb everything you have to say, and later search for your work using keywords (rather than storing it in a three-ring notebook). In all seriousness, we'd love to have you publish with us in 2019 and beyond. By doing so, you're contributing to the ever-evolving, century-plus knowledge base of the water industry.

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