



SAN JOAQUIN VALLEY WATER TECHNOLOGY CLUSTER

November 21, 2002
Central Valley Business Incubator
2555 Clovis Avenue
Clovis, California

Minutes

I. Welcome and Introductions

Claude Laval called the meeting to order at 9:05 a.m. Self-introductions were made Bill.

II. History of the SJV Water Technology Cluster and the International Center for Water Technology.

Ashley Swearengin provided a history of the Water Cluster and the ICWT. In January 2000, the Great Valley Center published a report, "The Economic Future of the San Joaquin Valley." Based on recommendations contained in the report, a meeting of water technology manufacturers was convened in April 2001, to determine if this group was interested in collaborating. This group continued to meet and three priorities were advanced: 1) Workforce development, 2) advocacy and the need to raise the profile of the industry/marketing, and 3) collaboration on technology and R & D to showcase the industry. A committee for each of the priorities was formed and the cluster developed and expanded.

The development of the International Center for Water Technology, the Careers in Manufacturing Technology program (work experience/internship program for community college students), and many other programs have since evolved from the collaborative efforts of the water cluster.

III. Report from the Director – David Zoldoske, Director, International Center for Water Technology, CIT

- Presentation by Rob Kramer, co-founder, Global Water Corps
Global Water Corps is a non-profit agency focusing on public-private partnerships to facilitate access to clean water and hygienic sanitation to all people. It recruits and trains young adults to participate in the programs and can be called the "Peace Corps of Water." The corps is currently involved in a pilot project in Mexico and is partners with the American Groundwater Trust.
- Overview of current programs and opportunities at CIT and ICWT. – David Zoldoske.
David Zoldoske discussed the current activities of the ICWT (activities list attached) and the Small Business Innovative Research grants workshop for water technology

companies. The one-day seminar will be held on December 6 at the University Business Center on the Fresno State campus from 8:30 a.m. – 4:00 p.m.

IV. Facilitated Discussion: Where do we go from here? – Kathie Studwell, AICP, Industry Cluster Consultant.

- Kathie led the discussion by describing the power of a cluster and the ability to attract resources and talent. A successful cluster needs a common sense of vision and dialogue, which the water cluster has. The question of whether the cluster need and organizational structure was discussed.
- Discussion and input from the cluster focused on the following areas:
 - Opportunities for cluster companies
 - Worldwide (beyond the Valley, state, U.S.)
 - Broadest range of technology (not just high-end)
 - Central location for best practices
 - New sources of water/reclamation – potable vs. nonpotable
 - Industrial markets (not just agriculture)
 - Clarification of existing technologies in the Valley
 - Oil production water treatment
 - Treatment technology
 - Delivery and conservation
 - Instrumentation
 - Desalination
 - Membrane technology
 - Alternate energy sources
 - Corporate support
 - Surplus refrigeration
 - Energy
 - Industries outside of just water→outreach to related industries
 - Economic prosperity for the San Joaquin Valley
 - Attraction of investment capital
 - Connection between water and energy
 - Collaborative research and development→identify new markets (e.g. bilge water)
 - New legislation in 4 years re bilge water
 - Explore new models for fostering innovation and research and development (must be profitable)
 - Innovative approaches in “built” environment (energy and water)
 - Public awareness of the need for water→spurs technological development
 - Advocacy→input into legislature
 - Consistent message to various agencies and jurisdictions
 - Structure of the Cluster
 - The International Center for Water Technology residing in the San Joaquin Valley (international focus)
 - Economic development will occur – that is not the focus
 - Should a corporation be formed?

YES/PROS

Attraction of resources/deployment
Decision making
PAC

NO/CONS

“If it ain’t broke don’t fix it”
Bureaucracy
Breaking the law?
Could become exclusive, not inclusive

- Further discussion
 - Should a 501 (c) (6) designation be obtained? Other clusters will be consulted regarding their status.
 - It was agreed that the cluster companies are comfortable with the direction the cluster is going. A small group will be convened to develop a proposal for the cluster structure. This group should include outreach companies.

V. Committee Reports

- **Workforce Committee** - Update on “Careers in Manufacturing Technology” program: Manjit Muhar-Atwal and Russ Densmore reported that the CIMT program is progressing very well. Five interns have been placed and two work experience students are working. Additional companies who are willing/able to accept interns or work experience students are needed. Interested companies are urged to contact Russ (452-4300) or Manjit (278-8459). The first goal of the Workforce Committee was the development of the internship program. Goal #2 is to market water technology careers to high school students. This will be the next emphasis for the committee.
- **Industry Advocacy Committee** - Don Thompson reported that the October 15 reception and press conference went very well. Vern Highley stated that the cluster needs a strong vision for advocacy. The cluster needs to organize a political action committee to coalesce interests into a group. He and Don Thompson will discuss advocacy at the next meeting. Senators Feinstein and Boxer have indicated they will support, in the Senate, the bill for the \$2M earmarked in the House for the ICWT. Discussion on the Appropriations Bill will continue after January 11.
- **Marketing and Export Development (Dan Clawson)** - Dan reported that his office is beginning to strengthen the web site (ICWT.net). Additions will include a sign-up program, an FAQ section, and other information. In the export area, CIT is moving ahead with the CALIFT project, which is a subpart of the ICWT. Job postings are needed from water companies to meet the requirements for the FAWIC funding. Additional information is available on the CALIFT website (www.CALIFT.org).

VI. Wrap-UP/Next Steps/Adjournment.

- The next meeting of the Water cluster will be February 20th at the Central Valley Business Incubator, 9-11. a.m.
- Information regarding the \$2M Appropriations Bill will be sent out as soon as it is received.
- Mark your calendars for other water cluster meetings during spring 2003: February 20th, March 20th and May 22nd.