

### **California Water Quality Monitoring Collaboration Network Participant:**

Join the California Water Quality Monitoring Collaboration Network and Clay Clifton from your own workspace for a 1-hour Webinar session “Integrated Watershed Management”. The webinar will be on Thursday, September 15 from 11:30 AM -12:30 PM. Please login 15 minutes early, see the instructions below to join the webinar.

### **Integrated Watershed Management**

This webinar will present the key requirements and data management issues for integrated-management of water resources and quality, a practical technology that can implement it, and what makes this new approach cost effective and more efficient than conventional strategies. The California Water Quality Monitoring Council has brought together state water quality control boards, municipal MS4 permittees, county health agencies, non-profit conservation organizations and others to improve the coordination and cost-effectiveness of water quality and ecosystem monitoring and assessment, enhance the integration of monitoring data across departments and agencies, and increase public accessibility to monitoring data and assessment information. While progress has been made towards these goals, there remain inherent hurdles in the integration of information and policies that stem from the conventional management approach applied to an integrated resource, water. Case studies to be explored include:

1) San Diego Regional Water Quality Portal– San Diego Regional Water Quality Control Board

[www.swrcb.ca.gov/rwqcb9/water\\_issues/programs/swamp/index.shtml](http://www.swrcb.ca.gov/rwqcb9/water_issues/programs/swamp/index.shtml)

2) The Watershed Monitoring Programs- Los Angeles and San Gabriel Rivers Watershed Council

3) San Diego River Watershed Data Portal RiverWatch Data– San Diego River Parkway Foundation, SDRWQCB, and San Diego River Conservancy

<http://www.ecolayers.biz/sdrpf-riverwatch/>

**Clay Clifton-** Mr. Clifton has 15 years experience in environmental health and water quality gained from working with the County of San Diego, Department of Environmental Health (DEH) and San Diego Coastkeeper. At the Department of Environmental Health, Clay led the Ocean Water Monitoring Program for a decade, and raised the program efficiency and effectiveness by managing data and integrating monitoring strategies with five dischargers, and coordinating reporting, investigation and notification with various stakeholders. Clay currently works with EcoLayers, Incorporated.

**Joe Purohit-** Developing innovative solutions for complex industry problems has been the hallmark of Joe’s career. In the eighties, at General Electric he pioneered the use of first-generation microprocessors, sensors and wireless communications for “smart grid” power utility applications. At AT&T he worked on digital voice/video applications and technologies, which evolved into the modern internet. In the early nineties, at Amoco he helped develop markets for fiber optic and next-generation solar power technologies (thin film). From 1994 to 1999, based in Moscow and London, Joe was country manager for BP-Amoco’s electric power business in Russia, Eastern Europe and India. In Russia, he won Amoco’s participation in the largest (\$900 million) private sector power project. It

became an exemplar for the restructuring of Russia's national electric power sector. Joe Purohit is the Founder & CEO of EcoLayers, Inc. The company produces a suite of web-based software services which created a new paradigm for cost-effective management of the "water value chain."

Topic: CWQMCN Webinar - Integrated Watershed Management

Date: Thursday, September 15, 2011

Time: 11:00 am, Pacific Daylight Time (San Francisco, GMT-07:00)

Meeting Number: 748 938 407

Meeting Password: wqwebinar

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Call-in number (Verizon): 1-517-652-7895 (US)

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You can contact me at:

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We have set up a web page for the California Water Quality Monitoring Collaboration Network at:

[http://www.waterboards.ca.gov/water\\_issues/programs/monitoring\\_council/collaboration\\_network/index.shtml](http://www.waterboards.ca.gov/water_issues/programs/monitoring_council/collaboration_network/index.shtml)

Materials (if available), including past webinars will be posted on the website. The recorded webinars and associated materials are located under 'Monthly Webinars'. We hope to use this web page to help you network with each other and with the larger monitoring community. So, feel free to give us your ideas on how to make it better. New participants can join the webinar listserv by signing up on the web at [http://www.waterboards.ca.gov/resources/email\\_subscriptions/swrcb\\_subscribe.shtml](http://www.waterboards.ca.gov/resources/email_subscriptions/swrcb_subscribe.shtml). Enter your email address and name, place a check mark next to "Water Quality Monitoring Collaboration Network - Webinar Sessions", then click the "subscribe" button.

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Many of us in the water quality monitoring community have been looking for a California forum for sharing our ideas, successes and common concerns. In response to that need, the California Water Quality Monitoring Council is partnering with the Water Board's Surface Water Ambient Monitoring Program, the Nonpoint Source Program and the U.S. Environmental Protection Agency to launch a monthly conference call to support the activities of regional monitoring programs.

The Water Quality Monitoring Collaboration Network began as a voluntary monthly conference call that members of the monitoring community participated in and discussed topics meeting their interests. The conference call format and content varied in response to input from participants and subsequently changed to a Webinar format. Sessions are planned to share technical and support tools for monitoring, assessment and reporting; to encourage discussion on common concerns like information management; and to provide a forum for networking.

It is envisioned that the Collaboration network will help support a state framework to coordinate consistent and scientifically defensible methods and strategies for improving water quality monitoring, assessment, and reporting.