



## **Legislator Support Funding Request for International Center for Water Technology**

**Congressmen George Radanovich and Bill Thomas submit federal appropriation request for Phase One funding of the proposed Center. Congressman Cal Dooley signs on with letter of support for the request.**

Congressmen George Radanovich and Bill Thomas have advanced a request for \$7.98 million to fund the first phase of development for the proposed International Center for Water Technology. Congressman Cal Dooley also submitted a letter of support for this project. The request was submitted on April 15<sup>th</sup> to the Subcommittee on VA, HUD and Independent Agencies of the House Committee on Appropriations. If awarded, the \$7.98 million would provide for complete architectural designs, site assessments, and permits and approvals. In short, the funding would help complete all preparatory tasks before initiating construction of the Center. Submission of the request represented a big step forward for the development of the Center and the launch of the fundraising campaign.

The International Center for Water Technology (ICWT) is a \$60 million, 70,000 square foot facility that will house testing and certification, public policy and education, cooperative industry marketing, and applied research and development programs for the worldwide water technology industry. ICWT would be a one-of-a-kind facility in the world and would spotlight the innovative products that are critical components to addressing the world's growing water supply and quality problems. Many of these innovative products are manufactured right here in the San Joaquin Valley.

Highlighting the manufacturers of water technology in the San Joaquin Valley and drawing worldwide attention to the Valley's leadership in the development of next generation water-related products would be a significant byproduct of the proposed facility. According to Dr. David Zoldoske, Interim Director of the International Center for Water Technology, "The Center will establish the San Joaquin Valley as the global leader in water and flow technology and expand an industry with valuable, high-paying jobs, attract and retain intellectual capital through research and development, inform the public and influence public policy, and develop a regional identity for dominance in a knowledge-based industry."

Preliminary architectural designs have been developed and will be on display at the next meeting of the San Joaquin Valley Water Technology Cluster to be held on May 16 from 9:00 – 11:00 a.m. in Clovis at the Central Valley Business Incubator, 2555 N. Clovis Avenue. (See last page of this newsletter for directions).

The Center will be a public-private partnership and will include a major fundraising effort. With our legislators' leadership and commitment of the industry, the International Center for Water Technology will become a reality. For more information go to our website "[Californiawater.org](http://Californiawater.org)" and click on the ICWT link for more information.

## **Marketing Plan Underway for Reach Out to National Industry**

A contract has been signed with Janzen Idea Corp. to develop a marketing/communications plan for the San Joaquin Valley Water Technology Cluster and the International Center for Water Technology.

The contract includes the development of a graphic image for the Cluster that will guide future projects including logos for the Cluster and the International Center for Water Technology, and the development of a brochure that will be distributed nationwide to promote participation in the development of the Center by industry members around the country.

Janzen Idea Corp. will present the conceptual ideas for the marketing program at the May 16 water cluster meeting. It is important to get as much feedback as possible from the cluster on the initial concepts for the communications piece. Please make plans to attend the May 16<sup>th</sup> meeting.

## **Workforce Development Committee Meeting With College Reps to Recruit and Train Cluster Applicants**

The Water Cluster Workforce Committee is having on-going discussions with Fresno City College and Reedley College personnel to launch training programs for the cluster that will include internships and work experience. The training programs will focus on three industry occupations – welders, machinists, and maintenance mechanics.

A meeting was held on January 30 with instructors and industrial technology administrators from both colleges to determine if gaps exist between what is being taught in the welding programs, what skills are needed by the water cluster companies, and, if gaps do exist, to determine the process for finding solutions.

The meeting was very productive and uncovered what appears to be at the root of the problem: the lack of students who complete the two-year welding programs at the colleges. Those students who complete the full two years do have the educational background and hands-on experience to satisfy entry level welding needs of the cluster companies.

Most students go to work full-time after completing the first year of the program. It was determined that methods must be found to interest more high school graduates in welding as a career and keep welding students in the program for the full two years. Some potential solutions include:

- ⇒ Initiating intern programs to employ students part-time during the two-year program;
- ⇒ Utilize scholarship money from the American Welding Society to encourage students to stay in the program;
- ⇒ Develop a compressed welding program;
- ⇒ Investigate recruiting programs for welders at other community colleges.

A Water Cluster Workforce Committee meeting was also held at Reedley College on April 29 to conduct a similar analysis on the machinist programs. An update on that meeting will be given at the May 16 Water Cluster meeting. If you are interested in participating on the Water Cluster Workforce Committee, please contact Kathe McCall, Central California Futures Institute at Fresno State, (559) 278-6888 or [kathem@csufresno.edu](mailto:kathem@csufresno.edu).

## **Financial Support for Cluster Activities Winning Approval**

Several funding sources are being developed to support the various Water Cluster endeavors.

- ⇒ The most recent award of \$125,000 came from The James Irvine Foundation to provide some operating expenses and the salary a program coordinator for the Regional Workforce Demonstration Project. The coordinator will ensure involvement of the industry representatives and training/education partners in the operation of training programs, be responsible for coordinating curriculum development, and initiate all outreach/recruiting efforts. A search is currently underway for this position.
- ⇒ A grant from the Fresno Area Workforce Investment Corporation (FAWIC) is providing funds for the initial development of training marketing activities.
- ⇒ Seed money of \$100,000 has been provided by California Water Institute to support the establishment of the ICWT.

## **CALIFT Program Provides Export Assistance to Valley Water Technology Companies**

The CALIFT (California Irrigation and Flow Technology) export development program, designed to increase employment in the Valley through increasing export activity among irrigation and flow technology firms, was launched in April 2001. Chile, Argentina, Brazil, and Mexico are the target countries for the initial phase of the program. Dan Clawson, CALIFT program manager, has visited each country and has set up programs to increase awareness and use of San Joaquin Valley products.

Examples of CALIFT efforts to date include outreach to Mexico City, Guadalajara, Chile, and Argentina trade development professionals, videoconferences with potential buyers in Mexico City, participation in the Sinaloa, Mexico Expo Agro 2002 along with four San Joaquin Valley water technology companies, and participation in a regional forum on increasing export activity through the use of e-commerce applications. The CALIFT program has been well received by cluster companies and will eventually expand its efforts worldwide. CALIFT welcomes participation in the export assistance program by all water related companies in the San Joaquin Valley. For more information, please contact Dan Clawson, CALIFT Program Manager, (559) 278-2066 or dan\_clawson@csufresno.edu, or visit the CALIFT web site at [www.calift.org](http://www.calift.org).

### **What is the San Joaquin Valley Water Technology Cluster?**

The San Joaquin Valley Water Technology Cluster is an informal affiliation of firms in the nine-county San Joaquin Valley that are manufacturers, distributors, and dealers of: (1) irrigation and related components such as valves, sprinklers, and drip; (2) pumps and related equipment such as piping, valves, and tanks; (3) filters, water meters, and hydrants; and (4) electronic controls and flow measurement equipment, water quality measurement, and sensor technology components.

Co-chaired by Claude Laval of Laval Corporation and Ray Dunn of Floway Pumps, the San Joaquin Valley Water Technology Cluster was launched in response to the Great Valley Center report, "The Economic Future of the San Joaquin Valley" (to view the report, visit [www.greatvalley.org](http://www.greatvalley.org)).

Supported by the Center for Irrigation Technology, University Business Center, and the Central California Futures Institute at California State University-Fresno, the group convened for the first time in April 2001 to try to determine how to collaboratively address problems and opportunities facing the industry.

The participating industry members identified three areas of problems/opportunities: (1) improving the quality of the entry-level job applicant, (2) promoting the industry to local, regional, and state elected officials, and (3) collaborating on research and development. Since its initial meeting, the industry members have been working together to develop action plans in each area to benefit industry and improve the economic conditions in the region. This newsletter highlights some of the programs that have been launched to date as a result of the industry's collaborative leadership and demonstrates the power of industry-university partnerships.

The cluster is open to representatives from any and all water technology companies. Meetings of the entire cluster are held approximately every other month, and committee meetings occur monthly and as needed. **Please make plans to attend the next cluster meeting on Thursday, May 16<sup>th</sup>, from 9:00 a.m. to 11:00 a.m. (see directions below and attached meeting agenda).**

## **WATERCLUSTER MEETING** **MAY 16, 2002                      9 – 11 A.M.** **Central Valley Business Incubator**

**Come to the next meeting of the SJV Water Cluster on May 16 and find out more about these and other activities that are being advanced through the efforts of Water Cluster Members.**

Please RSVP to [kathem@csufresno.edu](mailto:kathem@csufresno.edu)  
or **559.278.8460**

**Central Valley Business Incubator**  
2555 Clovis Avenue  
Clovis, CA 93612

**From the North:** Take Freeway 99 South to Freeway 41 North/41 South. Stay on 41 North/41 South to 180 East (Kings Canyon). Take 180 East to 168 East (Clovis/Huntington Lake). Continue on Freeway 168 East to Shaw Avenue Exit. Turn right onto Shaw Avenue. Follow Shaw to Clovis Avenue and turn right onto Clovis Avenue. Turn left onto Santa Ana (just south of Sierra Vista Mall), and turn into the first driveway on the right. The building will be on your left and there is a sign that reads Central Valley Business Incubator.

**From the South:** Take Freeway 99 North to Freeway 41 North (Yosemite). Take Freeway 41 North and follow until Freeway 180 East (Kings Canyon). Get on Freeway 180 East (it is helpful to stay in the right lane after merging onto 180 from 41) and follow to Freeway 168 East (Clovis/Huntington Lake). Take Freeway 168 East to Shaw Avenue Exit. Turn right onto Shaw Avenue. Follow Shaw to Clovis Avenue and turn right onto Clovis Avenue. Turn left onto Santa Ana (just south of Sierra Vista Mall), and turn into the first driveway on the right. The building will be on your left and there is a sign that reads Central Valley Business Incubator.