



THE LONG RUN



Sabrina Bowman (left), Cindy Harp and Amy Wilson.

By Dot Neely

Once a month, laboratory and environmental technicians at Beaver Water District (BWD) in Lowell gather equipment, load the SUV, and head out around 8 a.m. for “the long run.” On Tuesday, Dec. 16, it was overcast, the temperature hovered at or just above freezing, and the wind gusted to as much as 24 miles an hour. Sabrina Bowman, Environmental Technician, and Cindy Harp, Laboratory Technician, were bundled up in coats and gloves and boots, braced to face the elements. Dot Neely, Education Coordinator, and Amy Wilson, Public Affairs Director, had arrived to ride along that day to observe, take photographs, and learn.

“We call it the long run because we drive a long way and it takes an entire morning to visit sites on tributaries throughout the Beaver Lake Watershed,” Bowman said. “At every stop, we gather samples and record measurements. It’s a long morning and sometimes in the winter, like today, the weather can be brutal.”

“The protocol for the long run existed long before any of the current staff arrived at the District,” said Dr. Bob Morgan, BWD’s Manager of Environmental Quality. “Through the years, there were minor tweaks and a station or two added. Overall, the protocol remains constant. It makes for a very good long duration dataset on water quality.” The purpose of the long run is to monitor the condition of tributaries to Beaver and look for anomalies that might call for further investigation. Because of the long-term nature of the dataset, it also is useful for evaluating trends in water quality over time. The District is committed to maintaining good water quality in Beaver Lake and complying with the standards. Maintaining quality within the standards adopted in Arkansas Regulation 2, which establishes water quality standards for surface water in the state, is essential to assuring a healthy lake and a safe water supply.

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Since 1993, BWD technicians have conducted the long run to obtain water samples from five tributary streams, as well as to observe and report conditions in the watershed. Also, lake water samples have been collected daily and weekly at the BWD intake since 1973. In addition, in-lake “depth temperature profile” data is recorded at the intake each month. (*Watch for an article on this in an upcoming issue of this newsletter.*)

Beaver Lake is the source of drinking water for nearly half a million people or one in seven Arkansans. Keeping it clean makes good sense, in the long run. Just think about how much you depend on having access to clean, safe water every day or about the ways in which water contributes to your quality of life and the economic well-being of your community.

“Getting out of the office to work in the watershed is rewarding,” Bowman said. “Keeping an eye on any physical and/or chemical changes that could impact the creeks and rivers, and ultimately our drinking water source, makes monitoring the Beaver Lake watershed a valuable procedure for source water protection. The opportunity to educate an observer who stops to inquire about what we are doing is always a satisfying experience, too.”

BWD, the oldest and largest of four drinking water utilities on Beaver Lake, is governed by a six-member elected Board of Directors from Benton and Washington counties. The Board’s Philosophy of Source Water Protection states, “It is our

responsibility as citizens and leaders of the Northwest Arkansas community to continue the tradition of long-term thinking and protect the resource that past visionary leaders provided for us. It is that resource that has raised our standard of living and improved countless lives, making possible a sustained economic prosperity unlike any in the United States.”

Source water protection is the first step in the “multiple barrier approach” to drinking water, said Dr. Morgan. BWD’s Source Water Protection Program protects public health, maintains water quality, and promotes community leadership. (View the plan here: <http://www.bwdh2o.org/wp-content/uploads/2013/01/Source-Water-Protection-Plan2.pdf>.)

In the 1960s, when Beaver Lake was constructed, the watershed was mostly rural and forested. Land use has changed substantially since then. Those changes, like construction, paving and vegetation removal affect our water supply. Storm runoff is increased and more erosion occurs. With development comes increased pollution. When pollution from any source occurs, our thin soil and fractured limestone rapidly convey it into our ground and surface waters. Eventually those waters flow into Beaver Lake.

When the Beaver Dam and BWD intake construction project began in the early 1960s, the combined population of Benton and Washington counties was less than 100,000. Times have changed

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PARAMETERS ANALYZED

Order	Test	Order	Test	Order	Test
1	Temp	9	Hardness	17	Nitrite, NO ₂ -N
2	Dissolved Oxygen	10	BOD	18	Sulfide, S ₂
3	pH	11	Ammonia, NH ₃ -N	19	Phosphate, PO ₄ -P
4	Conductivity	12	Chloride, Cl	20	Phosphorous, Total
5	Total Coliform	13	Copper, Cu	21	TDS
6	E. Coli	14	Iron, Fe	22	TOC
7	Turbidity	15	Manganese, Mn	23	Nitrogen, Total
8	Alkalinity	16	Nitrate, NO ₃ -N	24	Sulfate

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since then. According to the Northwest Arkansas Council, a private, non-profit organization of regional civic and business leaders, the head count for Northwest Arkansas reached the 500,000 benchmark on May 28, 2014. The two counties received an average of about 944 residents per month from 2000 to 2010. Projected growth is estimated to exceed 800,000 by 2025.

Since its inception, BWD has remained focused on the future to meet increasing demand. The mission of the District is “to serve our customers’ needs by providing high quality drinking water that meets or exceeds all regulatory requirements and is economically priced

consistent with our quality standards.” In accordance with its 2012 Source Water Protection Plan Vision, BWD leads a cooperative, consensus-driven regional effort to preserve the lake for future generations.

“Beaver Lake is the source of the only water supply in northwest Arkansas which can sustain the present population and provide for future growth in the region. This water source is absolutely the lifeblood for future prosperity in our region.” — Walter Turnbow, former BWD Board Member, from the film “Beaver Lake: Northwest Arkansas’ Ace in the Hole.” (View it here: <http://www.bwdh2o.org/media/video/?video=2.>)



Tributary Sampling Sites

1. Cindy Harp/BWD Laboratory Technician collecting water sample data with YSI Probe at War Eagle Mill. War Eagle Creek at War Eagle, AR (Site 9) is sampled from the bridge on Benton County Road 98 (BC98) (a.k.a. War Eagle Road) just downstream from the War Eagle Mill. The drainage area for this site is 197,534 acres and comprises 25.8% of the land area in the Beaver Lake Watershed.
2. BWD Environmental Technician Sabrina Bowman with Beta Water Sampler on the old bridge over War Eagle Creek northeast of Huntsville, AR. War Eagle Creek (Site 15) is sampled from the Madison County Road 53 (MC53) Bridge just downstream from the US412 Bridge. The drainage area for this site is 105,675 acres and comprises 13.8% of the land area in the Beaver Lake Watershed.
3. Lowering the Beta Water Sampler into the White River near Elkins Bunch Park. The White River at Elkins, AR (Site 5) is sampled from the bridge on Washington County Road 44 (WC44) (a.k.a. Mt. Olive Road) around 2.5 miles upstream of the AR74 Bridge. The drainage area for this site is 116,686 acres and comprises 15.2% of the land area in the Beaver Lake Watershed.
4. Middle Fork White River at Black Oak, AR (Site 7) is sampled from the WC51 (a.k.a. S. Harris Drive) Bridge 1.1 miles north of WC57 (a.k.a. E. Black Oak Road). The drainage area for this site is 42,918 acres and comprises 5.6% of the land area in the Beaver Lake Watershed.
5. West Fork White River near Fayetteville, AR (Site 8) is sampled from the WC55 (a.k.a. Dead Horse Mountain Road) Bridge 0.4 miles south of AR16. The drainage area for this site is 75,170 acres and comprises 9.8% of the land area in the Beaver Lake Watershed.
6. White River near Fayetteville, AR (Site 10) is sampled from the WC48 (a.k.a. Wyman Road) Bridge 1.4 miles north from Site 16. This site includes drainage from Lake Sequoyah, Middle Fork White River and West Fork White River. The drainage area for this site is 256,177 acres and comprises 33.5% of the land area in the Beaver Lake Watershed.
7. Bowman collecting water sample from the bank of the White River near Wyman, AR. The White River north of Wyman, AR (Site 13) is sampled from the riverbank just off WC3302 (a.k.a. Zimmer Road) at Bank’s Farm. This site includes drainage from Site 10 and effluent from Fayetteville’s Paul R. Noland Wastewater Treatment Plant. The drainage area for this site is 257,782 acres and comprises 33.72% of the land area in the Beaver Lake Watershed.

District Awards Scholarships; Cheevers Makes Chancellor's List

Ensuring that youthful leaders enter and work in the field of water – this is the primary focus of Beaver Water District's scholarship program. To that end, on Jan. 15 the Board of Directors recognized the recipients of the District's Steele-Croxtan Memorial Scholarships: Julia Allen of Fayetteville, Crop, Soil, and Environmental Science-College of Agriculture; Stephanie Maxwell of Bentonville, Civil Engineering-College of Engineering; and Andrew Stephens of Rogers, Biological Engineering-College of Engineering, all from the University of Arkansas (UA). This year marks the second year in a row for Allen and Maxwell to receive District scholarships. Tory Gaddy, Development Manager with the UA College of Engineering, as well as Thomas Carter, UA Assistant Dean of Student Services and Student Affairs, also attended the meeting.

Allen plans to pursue a master's degree in agronomy and her goals

include working to increase access to food for the world's growing population "while finding a way to reduce negative environmental impacts." Maxwell plans to stay in Northwest Arkansas and hopes to open her own civil engineering firm someday. Stephens said his dream is to find a job in Northwest Arkansas that allows him to be "taking care of the local stream systems that I care so much about."

The scholarships, funded through voluntary contributions by BWD's elected Board members and other interested individuals and organizations, are named for the late Joe M. Steele and the late Hardy W. Croxtan, leaders and past Board members. The Memorial Scholarship Fund provides support to qualified students within the UA's College of Engineering and College of Agriculture. The scholarship's aim is to support students studying and exploring careers related to water.



During the Jan. 15th board meeting, Bill Watkins of Rogers (second from left), President of Beaver Water District's Board of Directors, recognized University of Arkansas students Stephanie Maxwell of Bentonville (from left), Julia Allen of Fayetteville, and Andrew Stephens of Rogers. The three are smiling because each of them received a Beaver Water District Steele-Croxtan Memorial Scholarship this year.



Cheevers Makes Chancellor's List, Honors Society

Lauren Cheevers of Fayetteville, a freshman at the University of Arkansas, has been named to the Chancellor's List in recognition of attaining a four-point grade average during the Fall 2014 semester. Cheevers is the daughter of Joyce and Stacy Cheevers, plant manager of Beaver Water District. Lauren also was initiated as a member of Alpha Lambda Delta, the National Academic Honor Society. Congratulations Lauren!

Floyd "Scott" Holloway: 1965-2015



As a member of the Beaver Water District's inaugural Leadership Class, Scott "manned" the BWD booth at the 2013 Northwest Arkansas Business Expo.

Beaver Water District recently said goodbye to longtime employee Floyd "Scott" Holloway. Holloway, age 49, of Springdale passed away unexpectedly on Jan. 29th. Scott was born April 20, 1965, in Fayetteville to Bill and Shirley Gabbard Holloway.

"It's a great loss for Beaver Water District," said Alan D. Fortenberry P.E., CEO of Beaver Water District. "We certainly did not expect to lose Scott this soon and we will miss him terribly at Beaver Water District."

Scott began working for BWD in 2002 as a Maintenance Mechanic I. By 2003, he had risen to Maintenance Mechanic II. In this position, his responsibilities included everything

from general plant upkeep, such as painting sedimentation basins, to working on a variety of motors and equipment. When a position opened up in the Operations department, Scott applied and in 2007 he became a Water Plant Operator. A few years later, when BWD added a centrifuge and solids removal system to its plant, he once again saw an opportunity. He applied and became one of the District's first Solids Plant Operators. This required him to earn a wastewater license. Scott also distinguished himself when he graduated from BWD's inaugural Leadership Program. Prior to joining BWD, he worked for Springdale Water from 1993-2002.

"Scott was preceded in death by his father, Bill Holloway, his daddy Charlie Fitzgerald and his nephew Robbie Sisemore," according to information published by Nelson-Berna Funeral Home. "He is survived by his wife Tina Holloway; daughter, Keisha Richardson and her husband Barry of Rogers, Arkansas; sons, Chris Holloway and his wife Emily of West Fork, Arkansas; Ryan Bennett of Springdale; his mother, Shirley Gabbard Fitzgerald of Fayetteville, Arkansas; sisters, Tammy Sisemore and her husband Rob of Farmington, Arkansas; Lisa McLaughlin of West Fork, Arkansas; Leslie Giddens of Brentwood, Arkansas; brother, Patrick Fitzgerald of Fayetteville; three grandchildren, Dakota Holloway, Emma Grace Holloway and Victoria Bennett."

Hardy W. (Casey) Croxton (1956-2015)



Hardy W. (Casey) Croxton, 58, of Rogers died on Jan. 25. Casey served on the Beaver Water District's Board of Directors from 2001-2006. Casey was born on April 19, 1956 at St. Mary's - Rogers Memorial Hospital. He was preceded in death by his mother, Helen Croxton, and father, Hardy W. Croxton, Sr., who also served BWD's Board as President from 1959-2000. Casey is survived by 14-year-old twins, McMillan Croxton and Hatfield Croxton of Fayetteville. Memorial donations may be made to the Arkansas Access to Justice Foundation, 1300 West Sixth Street, Room 113, Little Rock, Ark. 72201. (Source: arkansasonline.com)

NOARK Installs New Directors: District's Pat Bates Serving as 2015 President



The Northwest Arkansas Human Resources Association (NOARK) installed their Board of Directors on December 11, 2014. Michele Burns, Arkansas Society for Human Resource Management (SHRM) Director, officiated at the installation ceremony for the Board and the Committee Chairs.

Beaver Water District's own Pat Bates, SHRM-CP, PHR, Director of Human Resources, was sworn in as President for 2015. Cliff Sandsmark, CCP, SPHR, Sr. Compensation Manager J.B. Hunt, was installed as Past President. Patti Barnes, SPHR, HR Manager Highland Oncology, was installed as President Elect. Tammie Edrington, PHR, Sr. VP executive Administrator of Signature Bank, was installed as Vice President. Carol Jones, PHR, HR Manager Arvest Shared Services, was installed as the Secretary, and Amy Fisher, SPHR, HR Administrator at John Brown University, was reinstated as Treasurer.

Bates joined Beaver Water District in August 2008. Her central task is to support the District's leadership in matters related to general human resource management and state and federal regulatory compliance. She is responsible for compensation and benefits administration, training and

development, development of policies and procedures, recruiting and staffing, and performance management systems.

Bates brings a wealth of experience to the table and is highly qualified, holding both the SHRM-Certified Professional (SHRM-CP) and Professional in Human Resources (PHR) certifications. She is a longtime member of SHRM and serves on the ARSHRM State Council. Bates also is a member of both the Knowledge Management Subcommittee and the Workforce Strategies Committee of the American Water Works Association. A graduate of Fort Hays State University (Kansas), she has a B.S. in Business Administration with an accounting emphasis.

Bates is specialized in the areas of tax and accounting. She also has well over 15 years of experience as a Human Resources Manager. Additionally, she has completed coursework in the Operations Management Master of Science Program at the University of Arkansas School of Engineering and the Utility Management Certification Program through the American Water College and Public Utilities and Waterworks Management Institute.

Since 1971, NOARK Human Resources Association (NOARK) has been providing service to the Human Resources community of Northwest Arkansas as a not-for-profit organization with membership of more than 350-plus Human Resource professionals, with over 175 companies represented. As the local SHRM (Society for Human Resource Management) affiliate Chapter 148, NOARK has been awarded numerous awards including the 2013 SHRM Membership Super Star award. The chapter meets the second Thursday of each month. For more information, visit www.noark.org.

Employee Profile: Joe Pineda, Facilities Maintenance



(From left) Joe Pineda and Al "Papa Rap" Lopez and Veronica and Julissa Pineda (Joe's wife and daughter) pose for photos during the video shoot for Beaver Water District's "It's Easy... Just Turn the Handle!" public service campaign.

Joe Pineda of Springdale began working in Facilities Maintenance for Beaver Water District (BWD) in May of 2007. His primary responsibility is to keep the grounds and facilities clean and neat.

"I think the look of Beaver Water District is important," he said. "This is the first impression visitors have, and if it looks good, that's what counts."

Pineda, who is coming up on eight years with BWD, said he likes the people and he likes the hours he works. "And I like working outdoors and moving all the time," he added.

A native of Mexico, he moved with his family to Chicago at age 9 and graduated from high school there. Prior to joining BWD, Pineda spent 20 years in the U.S. Marine Corps, where he rose to the rank of Staff Sergeant. "I think this is the safest country in the world," he said of the United States. "I always wanted to serve in the Marines and wear the uniform."

Pineda enjoys giving back to the community. For example, he puts his bilingual skills to work when he volunteers

as a translator for parent/teacher conferences with the Springdale School District. Having served in the U.S. Marine Corps, he has a commitment to the Marine's Toys for Tots program, whose mission is to collect new, unwrapped toys each year and distribute those toys as Christmas gifts to less fortunate children in the community. To raise money for toys, Pineda helps to collect aluminum cans at BWD. A fellow employee and Marine, Roger Huddleston, then sells the cans to a recycler and they take the cash and buy toys for the program.

Pineda and his wife, Veronica, and daughter, Julissa, appear, along with other employees and family and friends, in the BWD's latest public service campaign with the tagline "It's Easy...Just Turn the Handle!" The campaign will begin airing soon on local cable, television and radio stations and will continue through May to promote the value of drinking water and to highlight national Drinking Water Week, which will be celebrated May 3-9 this year.

It's Easy...Just Turn the Handle!

Drinking Water Week will be here before you know it, and Beaver Water District (BWD) is pulling out all the stops to promote "It's Easy ... Just Turn the Handle!"

For more than 50 years, BWD staffers have worked 24 hours a day, 365 days a year to ensure that when you turn the handle on the faucet, the water you receive in Northwest Arkansas is clean and ready to drink. So why not feature actual BWD employees in the campaign?

"We wanted to get our people involved this year," said Alan D. Fortenberry P.E., CEO of the District, who noted that national Drinking Water Week is May 3-9. "Our employees are modest. They work hard and they have families, too. They live, go to work and play in Northwest Arkansas and, just like everyone else, they rely on Beaver Water District and our customer cities to ensure there's water anytime it's needed. So we decided to feature some of our own people in the public service announcements."

Fortenberry, who celebrated 24 years at BWD this past February, added that the key message is simple: "It's easy. Just turn the handle for safe, clean quality water from your faucet, produced by Beaver Water District."

He noted that BWD has spent several years educating the 500,000 plus residents of Northwest Arkansas about the origin of their drinking water and the importance of caring for Beaver Lake. Now it's time to take the message home where people can relate the value of water to their day-to-day lives. It's there for drinking, bathing, washing, watering plants, cooking, anytime you need it. And this is the water that powers our businesses and industries too.

Amy Wilson, Director of Public Affairs who's spent the past decade at BWD, agreed. "It's hard to run into anybody nowadays who isn't familiar with the slogan 'Beaver Lake...you drink it every day!' It's emblazoned on tote bags and reusable water bottles, pencils and notebooks. You



Mindi Dearing, Laboratory Supervisor

see it everywhere. We just felt it was time to further develop the public's understanding of the fact that it is through the efforts of Beaver Water District and our customer cities — Fayetteville, Springdale, Rogers and Bentonville — that they can receive their drinking water from their faucet with just a turn of the handle. Pure, clean water is theirs through the work of the District and its team members, who diligently work to provide that water to their cities in an efficient, affordable way."

Through a staged campaign spread over a three-month period, the public will receive the message that BWD provides them with easy access to clean, safe, quality water to drink. Diversity of the Northwest Arkansas' population will be reflected in the print and video PSAs, as well as in the audio portion of the radio PSAs. BWD team members will be used in the production of all campaign elements as "talent" for the photos, video, and audio PSAs. Digital and social media releases will also use team members in their productions. Media outlets will receive video and/or audio PSAs, as well as appropriate print materials to publicize the "Just Turn the Handle" message. In addition, a contest will be ongoing to invite the public to answer quiz questions and win door prizes while they test their knowledge of water. For more information, visit bwdh2o.org.

