



A Unified Voice for Water Desalination in the Golden State

Because desalination needs a strong and unified voice, there is now CalDesal. Ocean-water and groundwater desalination can play a major role in meeting California's future water needs, but this plentiful resource faces increasing challenges on a variety of fronts. Now is the time for California's water industry and water advocates to step up and be heard. CalDesal is where your voice will join with others, unified to affect real change for California's future.

How CalDesal Works for You

As a non-profit managed by its members, CalDesal advocates in Sacramento and throughout the state for legislation and regulatory action to facilitate the use of desalination to help meet California's water-supply challenges. By joining together behind a singular, common cause, CalDesal members benefit from:

- Focused legislative and regulatory advocacy
- Grassroots organizing
- Insider news and information
- An opportunity to become part of the solution

Why CalDesal?

CalDesal is the only advocacy group in California solely dedicated to advancing the use of desalination. Other organizations choose not to engage, or address desalination as part of broader policy platforms. CalDesal's narrow focus allows for the most targeted, credible and persistent support for this important technology.

Now is the Time!

With California in a declared "Water-Supply Emergency" and proposed solutions hinging upon increased precipitation or voter approval, there has never been a more important time to commit to locally produced desalinated water. Opponents of desalination are better funded and better organized than the water industry. But not for long! Help us engage, level the playing field and make desalination a reality.

Special Founding Member Offer

For 2010/2011 Fiscal Year, public agency and associate memberships are both offered at just \$5,000. Act now!

CalDesal Members Include:

- ◆ Regional water utilities
- ◆ Special district water providers
- ◆ Cities and counties
- ◆ Water industry advocates
- ◆ Consultants

For more information or to join CalDesal contact
Paul Shoenberger at (949) 631-1206 or pauls@caldesal.org