



## BRAZOS RIVER AUTHORITY

4400 COBBS DRIVE • P. O. BOX 7555 • TELEPHONE AREA CODE 817 776-1441

WACO, TEXAS 76714-7555

August 18, 1993

Ms. Donna Darling  
Texas Water Development Board  
P. O. Box 13231  
Austin, Texas 78711

Dear Donna:

I am enclosing a sample of the letter we have used to solicit orders for MAJOR RIVERS for the coming school year. We sent this letter to 1,670 fourth grade teachers in the Brazos River basin. I will let you know how many orders (and re-orders) we receive.

Please convey to the members of the Board the Brazos River Authority's appreciation for the financial support they provide to sponsors of this worthwhile educational program.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mike".

MIKE BUKALA  
Executive Assistant

MB:mb  
Enclosure  
4/1/134



## BRAZOS RIVER AUTHORITY

4400 COBBS DRIVE • P. O. BOX 7555 • TELEPHONE AREA CODE 817 776-1441

WACO, TEXAS 76714-7555

August 17, 1993

Ms. Vickie Brown  
R. Q. Sims Intermediate  
Box 2000  
Mexia, Texas 76667-9999

Dear Ms. Brown:

The Brazos River Authority, in cooperation with the Texas Water Development Board and the Texas Water Commission, is pleased to sponsor the **MAJOR RIVERS** water education program for use in fourth grade classrooms. I am enclosing a reply form for your convenience in ordering these materials, which are already in use in school districts throughout the State. The Authority will provide these materials to you free.

If you have taught **MAJOR RIVERS** before, please indicate that on the order form, so we can send you only the consumable student materials you will need. If you have not taught **MAJOR RIVERS** before, we will send you a complete classroom set, including both teacher and student materials. If there are other teachers in your school who would like to use the **MAJOR RIVERS** program, but who did not receive an order form, please feel free to duplicate the enclosed form for their use.

The **MAJOR RIVERS** program has a proven record of acceptance and accomplishment. The Brazos River Authority is pleased to make these materials available without cost in order to promote conservation and wise use of one of our most essential natural resources.

If you have questions or would like to see a sample copy of the **MAJOR RIVERS** materials, please contact me at (817) 776-1441.

Sincerely,

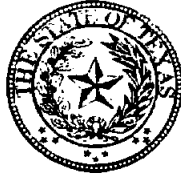
A handwritten signature in black ink, appearing to read "Mike Bukala".

MIKE BUKALA  
Executive Assistant

MB:kbb  
Enclosure

COPY

John Hall, Chairman  
Pam Reed, Commissioner  
Peggy Garner, Commissioner



## TEXAS WATER COMMISSION

PROTECTING TEXANS' HEALTH AND SAFETY BY PREVENTING AND REDUCING POLLUTION

August 30, 1993

Mr. Mike Bukala  
Executive Assistant  
Brazos River Authority  
P.O. Box 7555  
Waco, Texas 76714-7555

Dear Mr. Bukala:

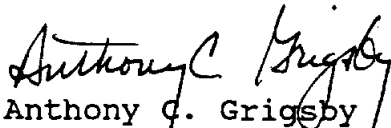
Thank you for sending me a copy of your letter offering the Major Rivers curricula to educators in the Brazos River Authority service area.

The Major rivers materials alert young Texans to the value of our water resources. I know because my daughter became an enthusiastic water conservationist after taking the course at Round Rock Independent School District.

The Major Rivers program is an effective partnership of State agencies (Texas Water Development Board and Texas Water Commission), river authorities (Lower Colorado River Authority, Brazos River Authority, and others), and local educators. We appreciate your active participation in that partnership.

Thanks again for your letter and your interest in this program.

Sincerely,

  
Anthony C. Grigsby  
Executive Director

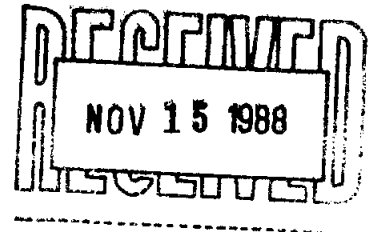
cc: Chairman John Hall  
Commissioner Peggy Garner  
Commissioner Pam Reed  
Mr. Craig D. Pedersen, Executive Administrator  
Texas Water Development Board  
Ms. Patti Everitt, Pollution Prevention & Recycling (TWC)



# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

November 11, 1988



Ms. Sherry Cordry  
Texas Water Development Board  
P.O. Box 13231  
Austin, TX 78711-3231

Dear Ms. Cordry:

The Lower Colorado River Authority (LCRA) is proud to announce the development of the first, comprehensive, Texas-oriented water education program entitled "Major Rivers". On Wednesday, December 14, 1988, LCRA will host a Kickoff and Appreciation Luncheon to introduce Major Rivers to the public and to recognize the hard work and dedication that went into creating this program. We would like very much for you to attend.

A Technical Advisory Committee composed of LCRA Water Council members, state and local educators, and representatives from LCRA and the City of Austin worked closely with a professional curriculum development firm to design this one-of-a-kind water education unit. The materials were successfully field tested last spring within LCRA's 10-county statutory district, and suggestions from teachers, students, and outside evaluators were incorporated into the final product. "Major Rivers" units will be provided free-of-charge this spring to all fourth grade classes in LCRA area schools. Various state agencies are considering offering the program throughout the rest of Texas.

The learning objectives of the unit, which are closely correlated to the Texas Education Agency's fourth grade Essential Elements, include the water cycle, Texas water supply and distribution, and water conservation and use. The program includes a complete set of student materials, a teacher's guide, wall poster and corresponding video.

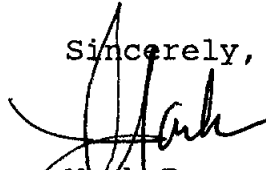
Please join us at the Wyndham South Hotel in Austin (intersection of Ben White and IH 35) from 11:30 a.m. to 1:30 p.m. You will have the opportunity to preview the "Major Rivers" program materials and meet the committee members.



Major Rivers Appreciation Luncheon  
Page 2

To R.S.V.P., please call Donna Sherry, 1-800-223-4391, ext. 2341  
or 473-3200 ext. 2341 by December 5, 1988. I look forward to  
seeing you there.

Sincerely,



Mark Rose  
Deputy General Manager

MR/WM/ds

Lower Colorado River Authority  
INTER-OFFICE MEMORANDUM



To: Don Chovanec  
From: Wanda McMurray *WMM*  
Date: December 6, 1988  
Subject: Major Rivers Workshop Schedule

Attached are the confirmed schedule and sheet with dates, locations of the Major River Workshops and the names of schools attending on the specific dates. Maps are included on the copies for Wes Birdwell, Nora Mullarkey and Lucia Athens.

What would you think of sending this information to our Water Council chairman in case they or a member of their council might want to drop in during the program in their area?

If there are any questions, give me a call.

pc: Cindy Blewett  
Bill West  
Tom Remaley  
**Wes Birdwell**  
Mike Personett  
Nora Mullarkey  
Lucia Athens

LCRA Major River Workshop Schedule

JANUARY 7, 1988 - BAY CITY WORKSHOP ISD'S

Cherry Elementary School - Science Lab, 2619 8th Street,  
Bay City, Texas

3-Bay City	1-Matagorda
1-Boling	1-Palacios
1-East Bernard	2-Tidehaven
1-El Campo	1-Van Vleck
1-Louise	1-Wharton
Total 13	

JANUARY 14, 1988 - LA GRANGE WORKSHOP ISD'S

Hermes Elementary School, 187 South Jackson Street,  
La Grange, Texas

1-Bastrop	1-Round Top
1-Columbus	1-Smithville
1-Elgin	1-Schulenburg
1-Fayetteville	1-Weimar
1-Flatonia	1-Sacred Heart
1-La Grange	1-St. Michaels
1-McDade	
3-Rice Cons. (Eagle Lake)	
Total 16	

JANUARY 21, 1988 - AUSTIN #1 WORKSHOP ISD'S

Murchison Middle School, 3700 North Hills Drive, Austin, Texas

31-Austin (A-L)  
4-Pflugerville  
5-Austin Diocese  
Total 40

JANUARY 28, 1988 - BUCHANAN DAM WORKSHOP ISD'S

LCRA Administration Building, Highway 29, Buchanan Dam, Texas

1-Bertram	1-Llano
2-Burnet	1-Marble Falls
1-Cherokee	1-Richland Springs
1-Lake Travis	1-San Saba
1-Lago Vista	
Total 10	

FEBRUARY 4, 1988 - AUSTIN #2 WORKSHOP ISD'S

Murchison Middle School, 3700 North Hills Drive, Austin, Texas

30-Austin (M-Z)  
3-Del Valle  
2-Eanes  
2-Blanco  
1-Manor  
Total 38

LCRA  
MAJOR RIVERS WATER EDUCATION WORKSHOP  
Schedule

8:00 am Registration/Coffee Time

8:30 am Introductions/Program Background

8:45 am Pretest

9:00 am Overview of Water Issues in Texas - LCRA

9:30 am Break

9:45 am Teacher Preparation Session - Participants will be divided into four sections at registration. Each section will be responsible for introducing a portion of the unit. A variety of materials will be available for demonstrations and/or hands-on activities taken from Teacher's Guide.

10:45 am Group #1 Lesson 1 - Introduction ("Major Rivers" Video)  
Lesson 2 - The Water Cycle

11:30 am Group #2 Lesson 3 - Texas Water Supply  
Lesson 4 - Practice for Lesson 3

12:15 pm Lunch (Courtesy LCRA)

1:00 pm "Bay City Water Treatment Class Project" Video

1:15 pm Group #3 Lesson 5 - Water Distribution in Texas  
Lesson 6 - Local Water Supply & Distribution

2:00 pm Introduction to Xeriscaping & Conservation - LCRA  
"Xeriscaping: Water Conservation Through Creative Landscaping"  
and "It All Adds Up" (water conservation) Videos

2:45 pm Break

3:00 pm Group #4 Lesson 7 - Water Use and Conservation  
Lesson 8 - Practice for Lesson 7

3:45 pm Unit Review/Teacher Comments

4:15 pm Posttest/Evaluation

4:30 pm Adjourn

\*Major Rivers video comes with the class set. Other videos available on loan basis from LCRA Video Productions Department.

April 28, 1988 Revision

**Water Education Curriculum  
Technical Advisory Committee**

**CONSULTANTS**

Educational Dev. Specialists (EDS)  
5505 East Carson St., Suite 250  
Lakewood, CA 90713  
(1-213-420-6814)

Rosalie Bock  
EDS Consultant  
6491 So. Crestbrook Dr.  
Morrison, CO 80465  
(303-697-1337)

Dr. Fred Niedermeyer, President  
Kay Ice, Director of Program Development

**WATER COUNCIL MEMBERS**

George Byars, Jr.  
Commissioner's Court - Blanco Co.  
(Former School Supt. - Port Arthur, TX)  
Route 3, Box 319A  
Johnson City, Texas 78636  
(Hm. 1-512-868-4367)  
(Blanco Co. Courthouse 1-512-868-4266)

Judge I. J. Irvin  
Wharton Co. Courthouse  
Wharton, Texas 77488  
(1-409-532-4612)

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(Hm. 1-409-732-2301)  
(Wk. 1-409-732-6626)

Judge Jack Griesenbeck  
Former Judge Bastrop Co.  
Post Office Box 400  
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**EDUCATORS**

Mary Brown  
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(1-409-245-5766)

Louise Oswald  
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Mary Gurno  
Curriculum Director  
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George Schultz  
Principal  
Schulenburg Elementary  
(Hm.) Post Office Box 336  
Schulenburg, Texas 78956  
(Wk. 1-409-743-4221)

Dorothy Ingram  
Curriculum Director  
Smithville ISD  
Post Office Box 479  
Smithville, Texas 78957  
(1-512-237-2476)

Barbara ten Brink, Ph.D.  
Elem. Science Specialist  
Texas Education Agency  
Div. of Curriculum Dev.  
201 East 11th Street  
Austin, Texas 78701  
(1-512-463-9559)

Water Education Curriculum  
Technical Advisory Committee  
Page 2

**AUSTIN ISD**

6100 Guadalupe Street  
Austin, Texas 78752  
(1-512-451-8411, Ext. 265)

Leslie Cohen, Instruct. Coordinator  
Elementary Science

Lynda Pate, Manager  
Science Materials

**CITY OF AUSTIN**

Resource Management Dept.  
3000 I-H 35, Building 1  
Austin, Texas 78704

Maria Gomez  
Water Conservation Prog.  
(1-512-441-9240)

**LCRA STAFF**

---

Cindy Blewett, Director  
Customer Services Dept.  
(512-473-3587)

Don Chovanec, Manager  
Community Relations  
Customer Services Dept.  
(La Grange 1-409-968-6071)  
(Austin 1-512-473-3389)

Wanda McMurray, Coordinator  
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Water Resources Dept.  
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(1-512-473-4081)

Kent Butler, Director  
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Christine Pratt  
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Permitting/Compliance Div.  
Natural Resources Dept.  
(1-512-473-3200 Ext. 2770)

Mike Personett, Mgr.  
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Conservation Dept.  
(1-512-473-4069)

Nora Mullarkey  
Water Efficiency Div.  
Conservation Dept.  
(1-512-473-4009)

John Williams, Supv.  
Public Information  
Planning/Policy Dept.  
(1-512-473-3236)

**PUPIL COMMENTS**  
**MAJOR RIVERS WATER EDUCATION PROGRAM**  
**Spring 1988 Field Test**

Write what you liked best about the Major Rivers Program:

- Learning about how to save water. (44)
- The video. (30)
- Reading in the booklet. (24)
- Studying aquifers and rivers. (18)
- Coloring the booklet. (17)
- Doing the practice exercises. (15)
- Taking the tests. (15)
- Learning about water cycles. (15)
- The character Major Rivers. (14)
- The horse Aquifer. (11)
- The pictures. (11)
- Playing the water baseball game. (7)
- The maps and posters. (7)
- Doing the mazes. (5)
- Learning about water distribution. (5)
- When the teacher dressed up like Major Rivers. (4)
- Discussing the information. (3)
- Reading the home leaflet. (2)

What do you think should be changed or added to make the program better?

- Make the program in color. (65)
- Make the drawings better. (50)
- Lengthen the program. (17)
- Put detail in the video. (11)
- Make the tests harder. (12)

Change the horse's name. (6)  
Make it more interesting. (6)  
Show pictures of dams. (5)  
Take a field trip to LCRA. (5)  
Describe and show pictures of treatment plants. (4)  
Use better characters. (3)  
Have someone, in costume, talk to the kids. (3)  
Give blank pages for notetaking. (3)  
Add more tests and questions. (3)  
Make it funnier. (2)  
Do not color pictures. (2)  
Make maps clearer. (2)  
Add more pictures. (2)  
Put in more mazes. (2)  
Make charts that students can keep track of how much water they use per week. (2)  
Add computer games. (2)  
Tell how much water a person uses in a year. (1)  
Add vocabulary pages (1)  
Put on a play. (1)  
Fine people for wasting water. (1)



Teacher Summary  
Grade Level \_\_\_\_\_  
School \_\_\_\_\_

District \_\_\_\_\_  
City \_\_\_\_\_  
Coordinator's Name \_\_\_\_\_

MAJOR RIVERS WATER EDUCATION PROGRAM FOR TEXAS  
Spring 1988 Classroom Tryout  
TEACHER REACTION SHEET

1. How many pupils participated in the program? 353

Which category best describes the family income level of most of these pupils?

27% low  
82% middle  
9% high

(Totals more than 100% because of teachers giving more than one answer.)

2. How many sessions or days did you spend teaching the program? average 10

Approximately how long, on the average, was each session? 45 minutes

3. Did you omit any lessons or non-optional activities? 27% yes 73% no

If yes, which ones? Writing activities ; tea-kettle activity

Did you add any of the optional activities or your own activities?

64% yes 36% no

If yes, please describe briefly: (see attached comments)

4. For most of the pupils who participated in this program, was the reading material

\_\_\_\_ too difficult?  
100% about right?  
\_\_\_\_ too easy?

5. What was the reaction of most of your pupils to the program?

27% very positive  
82% positive  
\_\_\_\_ neutral  
\_\_\_\_ negative  
\_\_\_\_ very negative

(Totals more than 100% because of one teacher checking two categories.)

Comments: (see attached)

6. Did you feel the content in the program was objective and unbiased?

100% yes \_\_\_ no

Comments: \_\_\_\_\_

7. Were you satisfied with the progress of most of your pupils from the pretest to the posttest? 89% yes 11% no (1 teacher-- Comment: Their scores should have been better. [Class average was 88%] I think they were low because I gave the posttest the next to last day of school.)

8. Please list any comments or suggestions regarding the following materials

a. Teacher guide \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b. Pupil booklet and exercises \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

c. Pretest and posttest \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

d. Class poster \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

e. Home information leaflet \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

f. Video (if you received one) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

g. Other \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. Would you teach this program again? 100% yes \_\_\_ no

If no, why not? \_\_\_\_\_

10. Please include any other comments or suggestions you have about any aspects of the program. If you have written specific comments directly on the program materials--teacher guide, pupil exercises, etc.--please enclose these annotated materials when you return this reaction sheet to your tryout coordinator at the debriefing meeting. Thank you.

**TEACHER COMMENTS**  
**MAJOR RIVERS WATER EDUCATION PROGRAM**  
**Spring 1988 Field Test**

3. Did you omit any lessons or non-optional activities? If yes, which ones?

Some of writing ones.

Tea kettle activity.

3. Did you add any of the optional activities or your own activities? If yes, please describe briefly:

Word find, most of the review sheets were done.

Major Rivers Video, wrote precipitation poems (T.G. 13), mnemonic for rivers (T.G. 19), bar graph water use (T.G. 32), pictures water cycle (T.G. 13).

Check with city for Water Conservation Plan.

P. 12 #3 (bag over plant to show evaporation and condensation); p. 16 wall map topography; p. 19 Memorize Rivers; created collage map of Texas; p. 23 carry bucket of water; used worksheets; wrote story for paper.

There were some neat ideas, but I didn't have time to do them. I did this the last two weeks of school.

Write story of catfish, math problems.

We did a couple of the review worksheets, and we took some notes.

Add "Playing for Pecos River" (between Boating and Great Catches) for memory tool of rivers.

5. What was the reaction of most of your pupils to the program? Comments:

Very positive: Especially considering this is the last two weeks of school, a very difficult time to teach/learn anything.

Positive: This is a good program. My students would have reacted very positively if this wasn't the second water unit taught within a few months.

Positive: They enjoyed playing baseball as a review. They all agreed to conserve water now that they know how.

Positive: Very eager to learn.

Positive: The kids would have enjoyed it even more if we had done it a little earlier in the year.

8. Please list any comments or suggestions regarding the following materials.

a. Teacher guide:

Helpful.

I have made comments in the margins . . . overall quality is excellent: especially questioning for discussion, optional activities creative and varied.

The student's booklet needs to be included in the teacher's guide.

Include picture of each pupil page in appropriate place in Teacher Guide.

The guide is very good. Plenty of activities to make the lessons more interesting. The answer keys are hard to read (blurry).

Texas Essential Elements need to be listed by each objective. It was easy to read and well-planned activities.

Should contain student pages.

It would be helpful if the Teacher's Guide had pictures of all the pages that are in the student's book.

The pages do not stay in that type of binder.

b. Pupil booklet and exercises:

Most of the students loved the fact that it was black and white and could be colored and consumed.

Interesting and well-done.

Diagram of water cycle should be clockwise.

A more realistic drawing instead of a sketch of the characters would be better.

Pictures need to be improved. Need to show more ways to conserve water.

I would like to see a blank page for note taking and defining words.

Very good--students understood and learned a great deal. They will understand material better when it is in color.

c. Pretest and posttest:

Pretest OK. Posttest change answer for #20.

Functional.

Good. I feel like they cover the important points completely.

Good evaluation.

Students showed much improvement on the posttest and they really seemed to like the posttest.

d. Class poster:

Would be improved by use of color.

I have three posters and put them all up so that people towards back of room could see.

More distinct.

A more refined illustration and color would help.

Need poster in pupil booklet. Some students had a hard time locating dams.

Perhaps larger.

Good--a little hard to read.

I think the Colorado River should be enlarged with the names of the reservoirs enlarged. Too much space is given for the pictures around it.

e. Home information leaflet:

Students did not all take home--some lost, some parents didn't fill out.

Good idea.

This was a good activity. Parents got involved and students enjoy sharing things from home.

Good idea--Students did not express a great interest in it or in parents' reactions.

Response to Home Information Leaflet--after wondering why parents were not responsive and answering the questions myself--I feel that No could be answered to most questions and parents didn't want to respond.

f. Video (if you received one):

Great! Use at end of lesson eight.

Didn't see it yet, but think it would be a real asset.

Excellent.

Good reinforcement.

Students liked it but wanted to see more information on it.

Good--should be filmstrip--not all schools have access to VCRs.

The kids loved it.

Excellent--students really enjoyed this.

g. Other:

I would like to have this at the beginning of the year.

Experiment with steam was enjoyable but most had difficulty relating each step to terminology.

P. 19 Memory Tool--change days to places. P. 25 need to show Dawson county on poster.

Lesson 6--I think a cassette tape of Major Rivers telling his story in this lesson would add to the program. (I tried to sound like him).

**"MAJOR RIVERS" WATER EDUCATION PROGRAM**  
**SUMMARY OF FIELD TEST DATA**  
**Spring 1988**

**Data Sources**

Teacher Reactions (11 teachers)  
(including annotated teacher guides)  
Student Reactions (337 students)  
Tests  
Observations  
Texas Water Development Board

**Summary**

**TEACHER REACTIONS**

- Definitely liked the program
- 100% rated pupil reactions as "positive" or "very positive"
- 100% felt the content was objective
- 100% said they would teach the program again
- 89% (all but one teacher) were satisfied with the progress of their pupils (pupils of unsatisfied teacher scored 88% on posttest!)
- 89% did all the non optional activities (one teacher omitted tea kettle activity)
- Many optional activities were included
- Excellent response to video

**STUDENT REACTIONS**

- 98% thought they learned important things about water
- 90% said they liked the Major Rivers program
- 42% said they were careful about conserving water before the program; 90% said they will now be more careful
- 95% said the program was not too hard
- The activity they liked the best was reading about water in their booklets (51% like it a lot, 40% liked it OK)
- 26% said they did not share the home information leaflet with their families
- Top responses to what they liked "best" about the program:
  - learning about how to save water
  - the video
  - reading in the booklet
- Top responses to what they thought would make the program better:
  - make the program in color
  - make the drawings better

## TESTS

- Total average pretest score 59%
- Total average posttest score 87%
- Students scored equally well from low, mid, and high income levels
- Highest scores were for Part A -The Water Cycle - 74% pre, 95% post
- Lowest scores and the most improvement shown was in Part B- Water Supply - 49% pre, 82% post

## OBSERVATIONS

- Teachers were involved and active (one teacher dressed up like Major Rivers!)
- Students "really seemed to know the material and be interested"

## TEXAS WATER DEVELOPMENT BOARD

- An effective, as well as fun, education tool for 4th and 5th grade students, their teachers, and parents
- Change Major Rivers to a more mainstream, identifiable character

### Pupil Booklet

- Show directional arrows on all maps when possible
- Show bordering states when displaying map of Texas
- Include "groundwater" in the Water Supply lesson
- Drawings on pages 10 and 11 (Water Distribution) are confusing; use arrows or large bold numbers
- Most recent Texas population estimates are 17 million rather than 14 million
- In the water use calculations, indicate the size of the family
- Include toilets in the exercise where they write ways of using less water
- On the back cover, include under toilet to use 3-5 gallon flush toilets or place a plastic jug in tank to displace water

### Teacher Guide

- Add the word "vapor" to the vocabulary list in lesson 2
- Mention that water gets dirty and picks up germs and dirt as it runs into rivers, lakes, and oceans
- Include the word "groundwater" in lesson 3 vocabulary list
- Texas rainfall transparency is too complicated and busy - use only 3 rainfall categories
- Change definition of "reservoir" to read: "A pond, lake, tank, or basin (natural or human made) where water collects and can be stored for use."
- The work sewage should be defined
- Add additional experiment of toilet leak detection
- Add notice that literature is available from the Texas Water Development Board

### Home Information Leaflet

- Put directional arrows on maps
- Add a line stating that the Texas Water Development Board provides conservation literature





# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

June 29, 1988

To: "Major Rivers" Technical Advisory Committee

From: Wanda McMurray *WM*

Subject: TAC Meeting  
Wednesday, July 13, 1988  
1:30-4:00 p.m.  
2nd Floor Conference Room  
LCRA Wild Basin Offices  
Austin, TX 78746

The "Educators" on LCRA's "Major Rivers" TAC are to be congratulated for accomplishing a "minor" miracle. We had 12 teachers and 350 students participate in the field test during an exceptionally busy time at the end of the school year!

The posttest scores were high, which tells us the students learned from the two weeks of instruction!

EDS would like to meet with us to review the field test results and discuss the suggested revisions. This will be the last meeting before the materials are printed, so we hope you can make a special effort to attend!! We'd really appreciate a phone call as to whether or not to expect you or your representative (1-800-223-4391, ext. 3227)!

Hope to see you in July!!

WM/ds

pc: O.K. Brock  
Cindy Blewett  
Fred Niedermeyer

AGENDA

Technical Advisory Committee  
"Major Rivers" Water Education Unit  
Wednesday, July 13, 1988

- I. Data Summary (Field Test Report)  
Fred Niedermeyer & Kay Ice, EDS
- II. Suggested Revisions
- III. Recommendations for Revisions
- IV. Group Discussion

**PUPIL REACTION SHEET**  
**Major Rivers Water Education Program**

Dear Student: Thank you for helping test the Major Rivers Water Education Program. What you think is important to us, so please be honest filling out this sheet. You do not need to put your name on this.

A. Check how much you liked each of the activities listed below:

	I liked <u>this a lot</u>	I liked <u>this OK</u>	I did not <u>like this</u>	I did not <u>do this</u>
1. Taking the pretest	<u>26%</u>	<u>62%</u>	<u>11%</u>	<u>1%</u>
2. Reading about water in your booklet	<u>51%</u>	<u>40%</u>	<u>8%</u>	<u>1%</u>
3. Doing the practice exercises	<u>37%</u>	<u>51%</u>	<u>12%</u>	<u>        </u>
4. Sharing the home information leaflet with your family	<u>37%</u>	<u>31%</u>	<u>6%</u>	<u>26%</u>
5. Discussing the poster	<u>42%</u>	<u>40%</u>	<u>12%</u>	<u>6%</u>
6. Taking the posttest	<u>40%</u>	<u>46%</u>	<u>12%</u>	<u>2%</u>

B. Read each question. Then answer each question by drawing a circle around **YES** or **NO**.

1. Do you think that you learned important things about water?	98% YES	NO 2%
2. Do you think that this water program was too hard?	5% YES	NO 95%
3. Before you did this water program, were you careful about conserving water?	42% YES	NO 58%
4. Do you think that you will do more to save water now than you did before studying about water?	90% YES	NO 10%
5. Did you like the Major Rivers water program?	90% YES	NO 10%

C. Write what you liked best about the Major Rivers program: \_\_\_\_\_

(see attached comments)  
\_\_\_\_\_  
\_\_\_\_\_

D. What do you think should be changed or added to make the program better?

(see attached comments)  
\_\_\_\_\_  
\_\_\_\_\_

*This*

## SUGGESTED REVISIONS

### MAJOR RIVERS WATER EDUCATION PROGRAM

1. Change name of program to "Tex S. Rivers Water Education Program"
2. Modify picture of character to look more like a cowboy -- turn hat brim up, have jeans outside boots, maybe add chaps, no beard

#### Pupil Booklet

1. Include N, S, E, W directions on maps
2. Include simplified rainfall map in booklet (no transparency) in the Water Supply lesson
3. Define "groundwater" and "surface water" in Lesson 3--Water Supply
4. Include bordering states on large Texas map (pages 6 and 7)
5. Make water distribution map and accompanying text (pages 10 and 11) clearer and easier to follow
6. Make consistent the statement "Texas has <sup>five</sup> ~~seven~~ major aquifers" and the map showing five major aquifers
7. Check figures for water use (agriculture 7/10, homes 2/10, cities 1/10)

#### Teacher Guide

1. Include definition of vapor in Lesson 2
2. Include definitions of groundwater and surface water in Lesson 3
3. Add "Pecos River" into memory tool for rivers (playing)
4. Add definition of sewage in Lesson 5
5. Indicate phonetic pronunciation of dams and lakes
6. Add toilet leak detection experiment
7. Include names and addresses of agencies that have literature available

#### Other

1. Provide poster of water conservation rules and pictures
2. Provide transparency (not poster) of LCRA 10 County Water District
3. Improve layout of inside of home information leaflet

## ISSUES

### MAJOR RIVERS WATER EDUCATION PROGRAM

1. Indicate in teacher guide that program is targeted for 4th OR 4th and 5th, and include essential elements for 5th grade as well as 4th grade?
2. Which agencies to include as sources for available literature?

#### IV. Discussion of Basic Objectives and Content for LCRA Water Education Unit

Dr. Barbara ten Brink, Elementary Science Specialist for the Texas Education Agency (TEA), offered some suggestions for the program:

- 1) In order to sell a program to the schools, it is important that the program be matched with the Essential Elements, and that these be stated at beginning of lesson.
- 2) There should be a balance between content and activities.
- 3) Student Take-Home Activity sheets should be in both english and spanish, depending on the Hispanic population.
- 4) Activities should involve higher level thinking in children, get children to use creativity and problem solving skills (i.e. What would happen if?).
- 5) Metric system should be used side-by-side with the standard numeric system, since the metric system is taught to children from 1st grade on in Texas.
- 6) Non-biased language and gender is mandatory.

#### Other Suggestions

- Dorothy Ingram, Curriculum Director at Smithville ISD suggested to include a "reteach" section in the teacher guide.
- Bill Hinkson, Assistant Director at Edwards Aquifer Research and Data Center (Southwest TX State Univ.), suggested that activities involving dramatic role playing by children be included in Teacher Guide.

#### TAC Suggestions for Program Content

- 1) Water facts and cycle
- 2) Water regions throughout Texas - overview
- 3) LCRA water supplies & distribution  
(Geography emphasized)
- 4) Ground water/surface water
- 5) Water use
- 6) Conservation & personal responsibility (i.e. How can I help to conserve or effect water quality?)
- 7) Water quality and treatment
- 8) Prioritize water uses
- 9) Rural Area - septic tanks/agriculture/farmers/ranchers
- 10) Ecosystem
- 11) Economics - water costs
- 12) Water safety

**A PLAN FOR A  
GOVERNMENT AND INDUSTRY PARTNERSHIP TO IMPLEMENT  
THE MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM STATEWIDE**

**October 15, 1988**

**Prepared by:**

Donna Darling  
Director of Public Information  
Texas Water Development Board

Wanda McMurray  
Coordinator of Consumer Education Programs  
Lower Colorado River Authority

Dr. Fred Niedermeyer  
President  
Educational Development Specialists  
Lakewood, California

Dr. Barbara ten Brink  
Science Specialist  
Texas Education Agency

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The people of Texas face stern realities and difficult decisions regarding water during the next 5 to 15 years. Projected population increases and water needs outstrip available and anticipated supplies in many regions. Water conservation will be a big part of the solution to these problems, just as energy conservation (to the surprise of many) played a big role in alleviating energy shortages in this country nearly a decade ago.

Commitment to water conservation begins with effective education, particularly the education of elementary-school students who will be facing these possible water shortages as young adults in just a few short years. Today, these children are still at an impressionable age. With the help of well-developed, effective instructional programs for schools, they can develop lifelong, positive attitudes and habits regarding water and water conservation.

Background

The Major Rivers Water Education Program is a two-week instructional unit for fourth-grade classrooms in Texas. During the first year of program use, teachers receive a **class set** of instructional materials, including a 10-lesson teacher guide, wall poster, program record sheet (for returning test scores and comments to sponsors), and 25 copies each of a 16-page full-color student text and activity booklet, a pre-test, a posttest, a home activity booklet for parents (includes a home water audit), and a Major Rivers sticker badge. Each year thereafter teachers receive a resupply kit (**student pack**) of 25 more copies of the consumable student and parent materials.

The main characters in the program--Major Rivers and his horse Aquifer--help the students learn about the water cycle, where we get water in Texas ("major rivers" and aquifers), how River Authorities and other water agencies treat and distribute water to consumers, how much water we really use (and often waste) in our homes, and how we can do much more to conserve water and use it wisely.

In 1987, the Lower Colorado River Authority (LCRA) commissioned Educational Development Specialists (EDS) of Lakewood, California to help develop the water education program. LCRA formed a Technical Advisory Committee of educators, LCRA Water Council members, technical staff from LCRA and the City of Austin, and the Texas Water Development Board to work with EDS developers to produce the Major Rivers program over a 15-month period. (See Figure 1.)



LCRA intends to provide the program annually to the 600 fourth grades in its 10-county statutory water district. In September of 1988, LCRA licensed EDS to reproduce the Major Rivers Program for possible distribution to water agencies and school districts throughout the remainder of the state. EDS is using Hart Graphics in Austin to do all of the printing, packaging, and shipping of the Major Rivers materials.

### The Partnership Plan

The partnership concept of this plan originated in two separate meetings the preparers of the plan had in Austin on October 11, 1988 with officials of the Texas Water Commission and the Texas Water Development Board. Participants in both meetings agreed that the Major Rivers Texas Water Education Program was needed and effective, and that it should be made available to the fourth-grade students throughout Texas. Mr. Allen Beinke, Executive Director of the Texas Water Commission, felt that the program represented an excellent opportunity for a government and industry partnership to be formed to fund and oversee the statewide distribution and use of the program.

Student goals and costs for distributing the Major Rivers program statewide are shown in Table 1. As may be seen, the plan calls for state water-related agencies (e.g., Texas Water Commission, Water Development Board, Department of Health, Department of Agriculture) to sponsor distribution to at least 20 percent of the state's 10,500 fourth-grades during the spring of the current 1988-89 school year at a cost of \$93,110. Concurrently, fundraising efforts will begin with local water agencies and private water-related companies to share distribution costs equally with the state agencies for the 1989-90 school year and beyond, when the classroom target goal increases to at least 50 percent.

Table 2 illustrates the types of state and local agencies and private companies that will be invited to join the partnership from the various sectors.

Figure 2 describes many of the benefits to sponsors who participate in the Major Rivers partnership effort to implement and maintain the program in at least 50 percent of the 4th-grade classrooms in the state.

It is important that members of the partnership have a forum in which to meet regularly to share experiences and successes, to manage and plan program distribution activities, and to revise and update the materials. For this purpose, the present Technical Advisory Committee that was formed to develop the program (Figure 1) will be made permanent, and will be expanded to include new partnership members as they come aboard. Table 3 is a 1988-89 event schedule that describes the activities of the Technical Advisory Committee, as well as other activities that need to occur during the school year.

As may be seen in Table 3, November 4, 1988 is a critical date for obtaining first-year funding commitments of at least \$93,110 from state water agencies. Materials must be printed at that time in order to deliver LCRA's 650 class sets by an agreed upon date of December 10.

It should be noted in Table 3 that a Steering Committee of the Technical Advisory Committee will be appointed at the December 15, 1988 meeting to seek partnership funding to meet the second-year goal of at least 50 percent of the classrooms. To aid in this effort, EDS will provide an Austin-based consultant, who will serve on the Steering Committee and do the legwork required to reach the organizations described in Table 2.

The Steering Committee will introduce Major Rivers to the general public via a coordinated media campaign which will feature all of the sponsoring entities. This campaign will include the distribution of a press kit to all Texas print and electronic media. The campaign will be coordinated through the Public Information Offices of the participating state agencies with the advice and consent of the Technical Advisory Committee.

As the program becomes more visible, it may be desirable to hire someone like Cactus Pryor to be Major Rivers in person and attend water association meetings such as the annual meeting of the Association of Water Board Directors which will be held this January in Ft. Worth. Association members can be very useful on a local level by encouraging teachers to return the Major Rivers kit request cards and by helping to locate funding sponsors to perpetuate the program.

Finally, it should also be noted that the 20 and 50 percent goals are minimums that are likely to be exceeded. Also, the total 3-sector partnership targeted for the second school year (1989-90) may be formed much earlier. For example, if the partners needed to reach the 50 percent goal are obtained as early as this January, additional class sets could be printed and provided to teachers this spring, during the current 1988-89 school year.

The establishment of the ongoing Technical Advisory Committee will provide the partnership with stability and management that will ensure the successful implementation and use of the Major Rivers program over the years. The Committee can be modeled after the highly successful Energy Source Education Council. The Energy Source Council was formed in 1982 to oversee the national distribution of the Energy Source Program, a kindergarten-through-high school energy curriculum similar to Major Rivers. To date, the Energy Source Program has already reached more than 5 million students.

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Educators

Mary Brown, Elementary Math Coordinator, Bay City ISD  
Leslie Cohen, Instructional Coordinator Elementary  
Science, Austin ISD  
Mary Gurno, Curriculum Director, Burnet Consolidated ISD  
Bill Hinkson, Assistant Director, EARDC, Southwest Texas  
State University  
Dorothy Ingram, Curriculum Director, Smithville ISD  
Louise Oswald, Principal, San Saba Elementary  
Linda Pate, Manager, Science Materials, Austin ISD  
George Schultz, Principal, Schulenburg Elementary  
Barbara ten Brink, Ph.D., Elementary Science Specialist,  
Texas Education Agency

Water Council Members

George Byars, Jr., Johnson City (Blanco Co.)  
Judge Jack Griesenbeck, Bastrop (Bastrop Co.)  
Thomas Hudec, Weimar (Colorado Co.)  
Judge I.J. Irvin, Wharton (Wharton Co.)  
Stephen Sebesta, Alleyton (Colorado Co.)  
Ike O. Williams, Horseshoe Bay (Llano Co.)

Texas Water Development Board

Donna Darling, Director of Public Information

City of Austin

Maria Gomez, Water Conservation Programs

LCRA Staff

Cindy Blewett, Director, Customer Services Department  
Kent Butler, Coordinator, Utility Development  
Don Chovanec, Manager, Community Relations  
Allen Faries, Coordinator, Customer & Community Assistance  
Quentin Martin, Manager, Water Resources Development  
Division  
Wanda McMurray, Coordinator, Consumer Education Programs  
Nora Mullarkey, Coordinator, Water Efficiency Program  
Tom Remaley, Director, Environmental Quality  
Mike Personett, Manager, Water Efficiency Division  
Christine Pratt, Environmental Coordinator  
John Williams, Supervisor, Public Information

Developers

Fred Niedermeyer, Ed.D., Educational Development  
Specialists  
Kay Ice, Educational Development Specialists  
Rosalie Bock, Consultant

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Figure 1. Members of LCRA's Technical Advisory Committee for  
the Major Rivers Texas Water Education Program

**Table 1**  
**Funds Needed by the Partnership to Reach 20 Percent of the State's**  
**Fourth Grades During 1988-89 School Year and at Least 50 Percent Each Year Thereafter**

School year	Percent of state's 10,400 fourth grades and 260,000 students targeted (minimum) <sup>1</sup>	Number of students in program	Number of classes @ 25 students per class	Special price for each \$45 class set and \$35 student pack	Materials cost	Implementation costs <sup>2</sup>	Total cost	Funds provided by	Cost per student
1988-89	20%	52,000	2,080	\$40	\$83,200	\$9,910	\$93,110	state water-related agencies	\$1.79
1989-90	50%	130,000	5,200	\$36 (\$28)	\$175,520 <sup>3</sup>	\$14,590	\$190,110	state agencies 1/3 local agencies 1/3 private industry 1/3	\$1.46
1990-91 and thereafter	50%	130,000	5,000	\$36 (\$28)	\$158,080	\$14,590	\$172,670	state agencies 1/3 local agencies 1/3 private industry 1/3	\$1.33

<sup>1</sup>The minimum target levels can be increased in time, depending on sponsor support and teacher demand.

<sup>2</sup>Includes production of 10,400 Major Rivers teacher brochures @ \$.35, purchase of mailing labels @ \$50/M, mailing of brochures to all 10,400 4th-grade teachers in Texas, and shipping allotted class sets and/or student packs to responding teachers via UPS @ \$1.50 per teacher. These implementation costs will be less if local water agencies become directly involved in distribution to teachers.

<sup>3</sup>Assumes 70% of previous year's teachers will request resupply (student pack); other teachers will be new and will receive a class set.

**Table 2**  
**Possible Participants in the Major Rivers Government and Industry Partnership**

Sector	Sector Members <sup>1</sup>	Total Funds Needed from Sector		
		88-89	89-90	90-91+
State Agencies ( <i>water-related</i> )	Texas State Water Commission Texas State Water Development Board Texas State Department of Health Texas State Department of Agriculture Texas Railroad Commission	\$93,110	\$63,370	\$57,557
Local Water Agencies and Associations <sup>2</sup>	River Authorities Cities Water and Utility Districts and Authorities Texas Association of Water Board Directors Texas Water Utility Association	0	\$63,370	\$57,557
Private Industry ( <i>water-related</i> )	Engineering firms (e.g., Bechtel) Chemical firms (e.g., Olin) Contractors (e.g., Maskell-Robbins) Management services (e.g., Allied Utilities) Utility supply (e.g., Bowles and Edens) Treatment systems (e.g., American Industrial)	0	\$63,370	\$57,550
Totals		\$93,110	\$190,110	\$172,671

<sup>1</sup>The list of organizations, agencies, and companies in each sector is intended to be illustrative. A complete test of potential participants will be prepared by the Public Information Office of the participating state agencies.

<sup>2</sup>Contributions among local water agencies could be prorated according to student populations. For example, a River Authority with 400 classrooms would contribute twice as much as one with 200 classrooms.

- 
1. **Texas water information will reach classrooms.** The *Major Rivers* program teaches Texas-specific water information and objectives that are not contained in currently-adopted state textbooks.
  2. **Teachers will be receptive.** As many teachers will want and use the program as there are kits available. Associated Milk Producers Inc. (AMPI) reaches 70 to 80 percent of the 2nd and 4th grades in Texas with similar EDS-developed nutrition education kits. LCRA reaches nearly all of their school districts with the EDS-developed Energy Source Program.
  3. **Teachers will use *Major Rivers* for many years.** The above-mentioned AMPI nutrition kits have been used in Texas since 1974. Seventy percent of the *Major Rivers* teachers will request a resupply kit every year so as to reteach the program.
  4. **Students really learn about water and water conservation.** During field testing of *Major Rivers*, classes averaged near guessing levels on the program pretest and 87 percent mastery on the posttest. All Texas 4th grades will experience success with the *Major Rivers Texas Water Education Program*.
  5. **Students will develop positive attitudes.** During the *Major Rivers* field test, only 42 percent of the students said they were careful about conserving water prior to the program. After the program, 90 percent said they would now do more to save water.
  6. **Results are verifiable and measurable.** Teachers return program record sheets that contain test scores, reactions, and suggestions. Data bases can be built to substantiate teacher use and student learning.
  7. **Parents will become involved.** The home activity booklet contains a home water audit to do with the child. A recent study with the Energy Source Program found that 85 percent of the parents were aware of the program, and 70 percent of these parents said the program had influenced them to take actual energy saving measures at home.
  8. **Educational community will support program.** Dr. Barbara ten Brink, Science Specialist for the Texas Education Agency, participated on the *Major Rivers* technical advisory committee during development. A letter has been requested from TEA's Commissioner of Education, Dr. William Kirby, describing his agency's involvement in the development of the program, and stating how the materials were correlated to TEA's Essential Elements.
  9. **Sponsors will be recognized for leadership role.** Because *Major Rivers* is a true instructional program that teachers will really want and use, it will have much more impact and visibility than traditional informational materials. Sponsors will be listed on program materials, including the teacher guide and the home activity booklet. The sponsor's leadership in distributing the program will be recognized in many sectors.
  10. **Program will open school doors to water education.** A typical teacher reaction to the Energy Source Program is, "I enjoyed teaching this unit, and I am interested in other programs you might have (in Florida)." As teachers experience success with *Major Rivers*, they will be receptive to other water education programs and speakers offered in their communities by local water organizations.
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Figure 2. Benefits to sponsors participating in government and industry partnership to distribute *Major Rivers Texas Water Education Program*.

Table 3

## Partnership Event Schedule--1988-89 School Year

Task	Completed by
1. At least two state water agencies (e.g. Texas Water Commission, Texas Water Development Board, Texas Department of Health) agree to fund 1988-89 school year distribution to 20 percent of the state's 10,400 fourth grades at a cost of \$93,110. (See Table 1.)	11/4/88
2. Original Major Rivers Technical Advisory Committee meets to review final program, to form a steering committee to obtain new sponsor-members to the partnership so as to fund distribution to 50% of the students in 1989-90 and beyond, and to begin operation as a permanent committee that will: (1) oversee and manage statewide distribution, (2) add representatives of sponsoring organizations as these organizations join the partnership, and (3) meet at least once a year to revise and update the program materials.	12/15/88
3. EDS produces Major Rivers teacher brochures and sends to all 10,400 4th-grade teachers in Texas; produces 2,080 class sets to meet the 20 percent 1988-89 student goal.	1/10/89
4. EDS sends Major Rivers to the first 2,080 teachers returning the order card in the teacher brochure.	3/30/89
5. Technical Advisory Steering Committee uses program record sheets and other data from teachers to prepare an evaluation report on Phase 1 implementation.	6/30/89
6. Technical Advisory Steering Committee obtains new sponsor-members from private industry and from regional and local water agencies so as to obtain funding commitments to reach permanent goal of at least 50% of the state's fourth-grade classrooms. (See Tables 1 and 2.)	7/15/89

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## Partnership Event Schedule--1988-89 School Year

Task	Completed by
1. At least two state water agencies (e.g. Texas Water Commission, Texas Water Development Board, Texas Department of Health) agree to fund 1988-89 school year distribution to 20 percent of the state's 10,400 fourth grades at a cost of \$93,110. (See Table 1.)	11/10/88
2. Original Major Rivers Technical Advisory Committee meets to review final program, to form a steering committee to obtain new sponsor-members to the partnership so as to fund distribution to 50% of the students in 1989-90 and beyond, and to begin operation as a permanent committee that will: (1) oversee and manage statewide distribution, (2) add representatives of sponsoring organizations as these organizations join the partnership, and (3) meet at least once a year to revise and update the program materials.	12/15/88
3. EDS produces Major Rivers teacher brochures and sends to all 10,400 4th-grade teachers in Texas; produces 2,080 class sets to meet the 20 percent 1988-89 student goal.	1/10/89
4. EDS sends Major Rivers to the first 2,080 teachers returning the order card in the teacher brochure.	3/30/89
5. Technical Advisory Steering Committee uses program record sheets and other data from teachers to prepare an evaluation report on Phase 1 implementation.	6/30/89
6. Technical Advisory Steering Committee obtains new sponsor-members from private industry and from regional and local water agencies so as to obtain funding commitments to reach permanent goal of at least 50% of the state's fourth-grade classrooms. (See Tables 1 and 2.)	7/15/89

**BENEFITS TO TEXAS WATER DEVELOPMENT BOARD  
OF SPONSORING STATEWIDE DISTRIBUTION OF  
MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM**

1. **Texas water information will reach classrooms.** The *Major Rivers* program teaches Texas-specific water information and objectives that are not contained in currently-adopted state textbooks.
2. **Teachers will be receptive.** As many teachers will want and use the program as there are kits available. Associated Milk Producers Inc. (AMPI) reaches 70 to 80 percent of the 2nd and 4th grades in Texas with similar EDS-developed nutrition education kits. LCRA reaches nearly all of their school districts with the EDS-developed Energy Source Program.
3. **Teachers will use *Major Rivers* for many years.** The above-mentioned AMPI nutrition kits have been used in Texas since 1974. Seventy percent of the *Major Rivers* teachers will request a resupply kit every year so as to reteach the program.
4. **Students really learn about water and water conservation.** During field testing of *Major Rivers*, classes averaged near guessing levels on the program pretest and 87 percent mastery on the posttest. All Texas 4th grades will experience success with the *Major Rivers Texas Water Education Program*.
5. **Students will develop positive attitudes.** During the *Major Rivers* field test, only 42 percent of the students said they were careful about conserving water prior to the program. After the program, 90 percent said they would now do more to save water.
6. **Results are verifiable and measurable.** Teachers return program record sheets that contain test scores, reactions, and suggestions. Data bases can be built to substantiate teacher use and student learning.
7. **Parents will become involved.** The home activity booklet contains a home water audit to do with the child. A recent study with the Energy Source Program found that 85 percent of the parents were aware of the program, and 70 percent of these parents said the program had influenced them to take actual energy saving measures at home.
8. **Educational community will support program.** Dr. Barbara ten Brink, Science Specialist for the Texas Education Agency, participated on the *Major Rivers* technical advisory committee during development. Dr. ten Brink has helped the Austin ISD prepare a *Major Rivers* presentation that will be given to Texas science teachers this month.
9. **Development Board will be recognized for leadership role.** Because *Major Rivers* is a true instructional program that teachers will really want and use, it will have much more impact and visibility than traditional informational materials. The Development Board's leadership in distributing the program will be recognized in many sectors.
10. **Program will open school doors to water education.** A typical teacher reaction to the Energy Source Program is, "I enjoyed teaching this unit, and I am interested in other programs you might have (in Florida)." As teachers experience success with *Major Rivers*, they will be receptive to other water education programs and speakers offered in their communities by local water organizations.

**Table 1**  
**Funds Needed by the Partnership to Reach 20 Percent of the State's**  
**Fourth Grades During 1988-89 School Year and at Least 50 Percent Each Year Thereafter**

School year	Percent of state's 10,400 fourth grades and 260,000 students targeted (minimum) <sup>1</sup>	Number of students in program	Number of classes @ 25 students per class	Special price for each \$45 class set and \$35 student pack	Materials cost	Implementation costs <sup>2</sup>	Total cost	Funds provided by	Cost per student
1988-89	20%	52,000	2,080	\$40	\$83,200	\$9,910	\$93,110	state water-related agencies	\$1.79
1989-90	50%	130,000	5,200	\$36 (\$28)	\$175,520 <sup>3</sup>	\$14,590	\$190,110	state agencies 1/3 local agencies 1/3 private industry 1/3	\$1.46
1990-91 and thereafter	50%	130,000	5,000	\$36 (\$28)	\$158,080	\$14,590	\$172,670	state agencies 1/3 local agencies 1/3 private industry 1/3	\$1.33

<sup>1</sup>The minimum target levels can be increased in time, depending on sponsor support and teacher demand.

<sup>2</sup>Includes production of 10,400 Major Rivers teacher brochures @ \$.35, purchase of mailing labels @ \$50/M, mailing of brochures to all 10,400 4th-grade teachers in Texas, and shipping allotted class sets and/or student packs to responding teachers via UPS @ \$1.50 per teacher. These implementation costs will be less if local water agencies become directly involved in distribution to teachers.

<sup>3</sup>Assumes 70% of previous year's teachers will request resupply (student pack); other teachers will be new and will receive a class set.

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### Educators

Mary Brown, Elementary Math Coordinator, Bay City ISD  
Leslie Cohen, Instructional Coordinator Elementary  
Science, Austin ISD  
Mary Gurno, Curriculum Director, Burnet Consolidated ISD  
Bill Hinkson, Assistant Director, EARDC, Southwest Texas  
State University  
Dorothy Ingram, Curriculum Director, Smithville ISD  
Louise Oswald, Principal, San Saba Elementary  
Linda Pate, Manager, Science Materials, Austin ISD  
George Schultz, Principal, Schulenburg Elementary  
Barbara ten Brink, Ph.D., Elementary Science Specialist,  
Texas Education Agency

### Water Council Members

George Byars, Jr., Johnson City (Blanco Co.)  
Judge Jack Griesenbeck, Bastrop (Bastrop Co.)  
Thomas Hudec, Weimar (Colorado Co.)  
Judge I.J. Irvin, Wharton (Wharton Co.)  
Stephen Sebesta, Alleyton (Colorado Co.)  
Ike O. Williams, Horseshoe Bay (Llano Co.)

### Texas Water Development Board

Donna Darling, Director of Public Information

### City of Austin

Maria Gomez, Water Conservation Programs

### LCRA Staff

Cindy Blewett, Director, Customer Services Department  
Kent Butler, Coordinator, Utility Development  
Don Chovanec, Manager, Community Relations  
Allen Faries, Coordinator, Customer & Community Assistance  
Quentin Martin, Manager, Water Resources Development  
Division  
Wanda McMurray, Coordinator, Consumer Education Programs  
Nora Mullarkey, Coordinator, Water Efficiency Program  
Tom Remaley, Director, Environmental Quality  
Mike Personett, Manager, Water Efficiency Division  
Christine Pratt, Environmental Coordinator  
John Williams, Supervisor, Public Information

### Developers

Fred Niedermeyer, Ed.D., Educational Development  
Specialists  
Kay Ice, Educational Development Specialists  
Rosalie Bock, Consultant

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Figure 1. Members of LCRA's Technical Advisory Committee for  
the Major Rivers Texas Water Education Program



# TEXAS WATER DEVELOPMENT BOARD

## INTEROFFICE MEMORANDUM

TO : Walter Cardwell DATE: 7/31/90

THRU : Sonny Kretzschmar and ~~Tommy Knowles~~

FROM : Donna Darling, TWDB Public Information & Education

SUBJECT: Status of Major Rivers Fourth Grade Water Education Program

The first state-subsidized printing of the "Major Rivers" program was delivered to participating classrooms in November, 1989. According to Educational Development Specialists' 1989/90 report, "Major Rivers" was taught in 2,600 fourth-grade classrooms to 65,000 students which means that 25 percent of the 260,000 fourth graders in Texas have been exposed to the information in the "Major Rivers" kit. And as the consultant's report indicates, many of them showed a creditable increase in their pre-test and post-test scores; the teacher comments are extremely favorable; and all sponsors have re-funded the consumable supplies needed to teach the program again this year, even though no state subsidy is allotted for this purpose.

### THE FINANCIAL SITUATION: (Historical and Current)

In the spring of 1989, the Lower Colorado River Authority donated \$80,000 in "Major Rivers" development costs to the state.

The Texas Water Development Board, Texas Water Commission, and Texas Department of Health all agreed to contribute \$20,000 each to subsidize the "Major Rivers" fourth-grade water education program at \$15.00 for each \$30.00 contributed by a sponsor to cover the \$45.00 cost of a classroom set.

The Texas Water Commission agreed to handle billings from the consultant, and the Texas Water Development Board did an inter-agency contract transferring \$20,000 to the Texas Water Commission. Only a small amount of TWC's 1989 commitment of \$20,000 was used, and the remainder lapsed. The TWC then committed another \$20,000 of 1990 money to the project and the TWDB's original \$20,000 carried over from 1989 to 1990. The Texas Department of Health did not complete the appropriate paper work to carry over their 1989 commitment of \$20,000, so the money was never available for use. The total state subsidy committed to the project so far then is a little over \$40,000.

Following a year of intense marketing on the part of the Texas Water Commission and the Texas Water Development Board, only \$7,000 of the original \$40,000 subsidy remains in the account. Current orders totaling \$28,700 in subsidy have been placed as of July 20, 1990. The City of San Antonio has applied for \$6,200 worth of subsidy, and the Brazos River Authority has ordered kits for its entire service area at a subsidy cost of \$22,500.

The Texas Water Development Board has committed \$20,000 to the 1990/91 school year, and the Texas Water Commission has indicated that it will be withdrawing from the program as of September 1, 1990.

As you can see, this will leave only \$27,000 in the account meaning that the Brazos River Authority subsidy will be short \$1700. It took Mike Bukala of the BRA a year to work the request through the BRA budget approval process. Other orders are being received daily.

The Trinity River Authority, which would require a subsidy of \$29,500, is taking a serious look at the program saying that the money is not a problem for them, but the staff to do the distribution of the kits is a problem. The Texas Federation of Women's Clubs has offered to distribute the kits for the TRA, so there is a real possibility their request may come in.

Also, Bill Colbert (TWC Director of Public Information) and I have been approached by Senator Truan's office to present the program as part of a Water Conference in Corpus Christi in September. And I am scheduled to present the program to 400 elementary school science teachers at a conference in Ft. Worth in January. The marketing effort is finally working since both sponsors and teachers are beginning to ask for the program.

We have a real winner on our hands. Therefore, withdrawing state participation now -- after publicizing how important water education is to the future of the state -- would certainly make it difficult to ever again achieve the current level of trust and cooperation exhibited by the current sponsors (see consultant's report).

I am therefore respectfully requesting your consideration of the following:

1. Contacting Commissioner Buck Wynne, who has been a big supporter of the marketing effort, and asking that the Texas Water Commission devote at least \$40,000 of 1991 money to the "Major Rivers" subsidy program.
2. Approving Board use of more than \$20,000 in 1991 Research and Planning Funds to apply to subsidizing the "Major Rivers" program.

cc. T. M. G.

MEMORANDUM

TO: Wanda McMurray  
FROM: Donna Darling  
RE: Comments on LCRA Major Rivers Education Program  
DATE: April 29, 1988

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My overall impression is that the materials will be widely accepted and used by teachers who appreciate a unit that has anticipated their every need. As I read the student booklet, I would think...oh, this would be perfect to do math with, or they need to show them a gallon jug...and as I reviewed the teacher's guide, I saw that each of my thoughts had been anticipated. Very thorough job. Also the optional activity suggestions are very good, especially the ones that include use of community resources.

I have one reservation about the cartoon character's name. As I was a secondary teacher, I am not sure about the vocabulary level of fourth graders. However, I do not believe that a fourth grader relates very strongly to military titles and do believe that the double meaning will be wasted. If the program is to go statewide, I would like to suggest the name Tex S. Waters or Tex S. Rivers.

Pg. 2 student workbook: Inserting north, south, east, & west "north to Amarillo" south to Brownsville etc. and adding some horseshoe tracks across the map with N E S W arrow might orient students.

pg. 6 & 7 student workbook: Do not understand three drawings in squares around the page?

pg. 10 student workbook: Can reference to septic tank be done graphically?

pg. 13 student workbook: Assume circle will be made round?

Pg. 22 Teacher's manual A #3: could add "that unless we boiled water taken directly from the river, it could have germs or bacteria in it that would make us ill."

pg. 34 Teacher's manual: If anybody does the "produce water conservation commercials" suggestion, the Texas Water Development Board would love to hear them.

Note: These are my reactions only, Herb and staff are doing technical review and will get their comments to you in the near future.



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

May 1, 1988

Mr. J. D. Nixon  
2795 French Rd.  
Beaumont, Texas 77706

Dear Mr. Nixon:

Mr. Sonny Kretzschmar referred your letter of April 22 to me for reply as I am the Texas Water Development Board's co-ordinator for the "Major Rivers" program.

As you requested, I have included the order form for purchasing a classroom set of "Major Rivers." I have also enclosed a card so that you may order a preview kit for your daughter to look at to determine if the materials are appropriate for fifth grade. There are still some classroom sets available for use this year.

While we would be pleased for your daughter to use the materials this year, we are in hopes that by the 1989-90 school year, the Lower Neches Valley Authority will have purchased some or all of the 191 classroom sets required to supply "Major Rivers" to the fourth grade classrooms in their service area. Perhaps as a former LNVA manager, you could use your influence. The enclosed information card can also be used to get a specific estimate for the LNVA area, and an order form for use by political subdivisions like LNVA to use for obtaining the state subsidy being offered for "Major Rivers" is also enclosed.

As to why the Neches was not included as a major river, I was present at some of the curriculum review meetings and believe that the number of rivers was limited because of the age group to which it would be presented. I can only suggest that you might consider doing what some of the other river authorities whose rivers do not appear either are doing. The consultant, Educational Development Specialists, will be glad to collaborate on an additional poster that is specific to the LNVA service area. (I have enclosed a sample of LCRA's poster)

We appreciate your inquiry, your interest, and any support you can lend to the program.

Sincerely,

Donna D. Darling  
Director Public Information & Education

Donna -  
Please help me  
Sonny

April 22, 1989

Texas Water Development Board  
attn: Sonny Kretzschmar  
Box 13231 Capitol Station  
Austin, Tx 78711-3231

Dear Sonny,

My wife and I enjoyed the opportunity to visit with you during TWCA meeting in Austin recently.

Please send me order forms for the teaching aids "Major Rivers"; my daughter teaches in Vidor, Orange county, and I think she might to use the materials with her fifth graders.

Of course, as retired manager of LNVA, Iam at a loss as to why the Neches is not considered a major river ???????

Yours truly,

*J. D.*  
J. D. Nixon  
2795 French Rd  
Beaumont, Texas 77706

July 21, 1988

Fred Niedermeyer  
Educational Development Specialists  
5505 E. Carson St., Suite 250  
Lakewood, CA 90713

Dear Fred,

Per our conversation today, I am forwarding the names and addresses of the Texas Water Commission and Texas Water Development Board people with whom you should communicate.

Allen Beinke, Executive Director  
Texas Water Commission  
P. O. Box 13087 Capitol Station  
Austin, Texas 78711-3087  
512/463-7911

Mr. Beinke was at the LCRA presentation made to the Water Forum at the Association of Water Board Directors in Corpus on July 15. So he has some knowledge of the program, but would require some estimates of cost before he could reply. You may want to carbon copy Bill Colbert, Director, Office of Public Information at the same address.

Herb Grubb  
Director of Planning  
Texas Water Development Board  
P. O. Box 13231  
Austin, Tx. 78711-3231  
512/463-7847

As you know, Sherry Cordry and I reviewed the project for Herb, so he is very familiar with the materials. You may want to CC: Reg Arnold, Executive Administrator.

I will be happy to review your letter.

Sincerely,

Donna Darling  
Director Public Information

CC: Wanda McMurray



# *Annual Conference*

**ASSOCIATION OF WATER BOARD DIRECTORS-TEXAS**

**July 14-16, 1988**

**Corpus Christi, Texas**



## **SHUTTLE BUS SCHEDULE**

Shuttle buses run routes between conference site hotels and Corpus Christi Bayfront Convention Plaza every 30 minutes, except during peak conference times, when the buses run every 10 minutes. AWBD Conference identification must be displayed to ride the buses. Exact schedule times for each day are:

THURSDAY, JULY 14 ..... 1:00 p.m. – 9:30 p.m. every 30 minutes

FRIDAY, JULY 15 ..... 7:00 a.m. – 3:00 p.m., every thirty minutes,  
except peak times of every 10 minutes

6:00 p.m. – 10:30 p.m. – every 30 minutes

SATURDAY, JULY 16 ..... 7:00 a.m. – 2:00 p.m., every 30 minutes,  
except peak times of every 10 minutes

**AWBD ANNUAL CONFERENCE  
SCHEDULE OF EVENTS**

*All activities take place in the Corpus Christi Bayfront Convention Plaza*

**THURSDAY, JULY 14**

1:00 – 9:00 p.m. Conference Registration  
Vendor Exhibits Open

5:00 – 9:00 p.m. Meet and Greet Reception Exhibit Hall B  
**No Children Please; Casual Dress**

**FRIDAY, JULY 15**

7:30 a.m. Conference Registration Continues Exhibit Hall B  
Vendor Exhibits Open Banquet Hall  
Continental Breakfast – Delegates Only

8:30 – 9:20 a.m. General Session Banquet Hall

9:30 a.m. – 2:00 p.m. Polls Open For Trustee Ballotting  
Texas Water Development Board Interviews For  
Financial Assistance – By Appointment Only Room 221 A  
Individual Reviews of District Status Reports  
Dean Robbins, Texas Water Commission – By  
Appointment Only Room 221 B

**SEMINAR BLOCK I**

9:30 – 10:20 a.m.

<p align="center"><b>SESSION I-A</b> Roles of Directors and Consultants in Water District Operations</p> <p align="center">Merry Dunaway, AWBD Trustee Moderator A Panel of Consultants</p> <p>Room 223</p>	<p align="center"><b>SESSION I-B</b> Regional Stormwater Detention Plans</p> <p align="center">Ronald L. Mullinax, Pate Engineers, Inc., Moderator Jim Green, Harris County Flood Control District</p> <p>Room 224</p>	<p align="center"><b>SESSION I-C</b> A Classroom Experience: “Water and Man” Donna Darling, Texas Water Development Board, and the AWBD Players</p> <p>Room 225</p>
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10:20 – 10:40 a.m. Coffee Break

**SEMINAR BLOCK II**

10:40 – 11:30 a.m.

<p align="center"><b>SESSION II-A</b> How Sanitary Sewage Treatment Systems Work Clyde Jacks, Fort Bend County MUD 12, Moderator</p> <p>Room 223</p>	<p align="center"><b>SESSION II-B</b> The Legislative Process and Programs (1988–1989) Buck Wynne, Commissioner Texas Water Commission</p> <p>Room 224</p>	<p align="center"><b>SESSION II-C</b> Report Card on Texas Water Gary Robison, Friendswood Development Corporation, Moderator</p> <p>Room 225</p>
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**SEMINAR BLOCK III**

11:40 a.m. – 12:30 p.m.

<p align="center"><b>SESSION III-A</b> How Water Supply Systems Work Pat Brown, Brown, Gay &amp; Associates</p> <p>Room 223</p>	<p align="center"><b>SESSION III-B</b> Look Before You Place Your Water District Funds: How to Analyze Financial Stability of Banks for MUD Investments Warren Heller, Veribanc, Inc.</p> <p>Room 224</p>	<p align="center"><b>SESSION III-C</b> Is Your Water Storage Tank Sick? Don S. Reichle, Reichle &amp; Associates</p> <p>Room 225</p>
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12:40 – 2:00 p.m. LUNCHEON: Guest Speaker: The Honorable  
William P. Clements, Governor of the State of Texas Banquet Hall

*Luncheon is for delegates only; guest tickets may be purchased at registration desk at \$25 per person*

6:00 – 10:00 p.m. Vendor Exhibits Open Exhibit Hall B  
6:30 – 10:00 p.m. Family Night Reception Banquet Hall



**SATURDAY, JULY 16**

7:30 – 8:30 a.m.	Registration Continues Continental Breakfast – Delegates Only	Banquet Hall
7:30 a.m. – 1:00 p.m.	Vendor Exhibits Open	Exhibit Hall B
8:30 – 9:20 a.m.	General Session Presentation of Texas Water Commission Awards of Excellence	Banquet Hall

**SEMINAR BLOCK IV**

<b>9:30 – 10:20 a.m.</b>		
<b>SESSION IV-A</b> Lead In Drinking Water Charles Molloy Texas Department of Health Room 223	<b>SESSION IV-B</b> Tax Abatement John Prevet Tax Research Association Room 224	<b>SESSION IV-C</b> Geology, Groundwater and Your Well Owen Sveter Law Engineering Room 225

10:20 – 10:30 a.m.      Coffee Break

**SEMINAR BLOCK V**

<b>10:40 a.m. – 11:30 a.m.</b>		
<b>SESSION V-A</b> How To Conserve Water Outside The House Bill Hoffman, Texas Water Development Board Room 223	<b>SESSION V-B</b> Sanitary Sewer Renovation Program Kathryn Marshall, Gutierrez, Smouse, Wilmut & Associates Room 224	<b>SESSION V-C</b> Board Responsibilities During District Dissolution: Annexation John Wallace, Smith, Murdaugh, Little & Crawford Room 225

**SEMINAR BLOCK VI**

<b>11:40 a.m. – 12:30 p.m.</b>		
<b>SESSION VI-A</b> Water Re-Use David Harper, AWBD Trustee, Moderator Donald Schelfhout, Clear Lake City Water Authority Jim Glaser, Vice President Parkhill, Smith and Cooper Room 223	<b>SESSION VI-B</b> What Every District Should Know About Purchasing Insurance Merry Dunaway, AWBD Trustee Room 224	<b>SESSION VI-C</b> Delinquent Tax Collection Terry Wiseman Roseman & Wiseman Room 225

12:40 – 1:30 p.m.	<b>LUNCH</b> Guest Speaker: Leonard Passmore, Attorney “And God Created Water Districts”	Banquet Hall
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*Luncheon for delegates only; guest tickets available at \$25 each.*

Closing Remarks  
Adjournment

**SPORTING EVENTS, SPOUSE AND FAMILY ACTIVITIES CALENDAR**  
**ASSOCIATION OF WATER BOARD DIRECTORS – TEXAS ANNUAL CONFERENCE**

**CORPUS CHRISTI, TEXAS**  
**JULY 14–16, 1988**

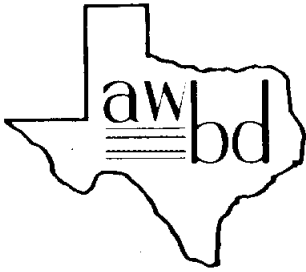
**THURSDAY, JULY 14**

12:00 NOON	Check In For Golf Tournament	Northshore Country Club
12:00 Noon – 6:00 p.m.	Pool and Playground Open to AWBD	
12:10 p.m.	Driving Range Open For Use By AWBD Members Participating In Second Annual Compliance Open. Small bucket of range balls included in \$50.00 per person tournament entry fee.	
12:30 p.m.	Receive starting assignments from golf tournament registration table. Entrants must be present or tournament slot and entry fee can be forfeited.	
1:00 p.m.	Shotgun start of golf tournament, Field limited to 72 players.	
5:00 – 9:00 p.m.	Meet and Greet Reception (Casual attire; no children, please)	Bayfront Convention Plaza

**FRIDAY, JULY 15**

11:30 a.m. – 1:00 p.m.	“Cruise To Fashion” Luncheon and Style Show \$25.00 per person; tickets available at Registration Desk at Bayfront Convention Plaza	Reflections Room, Hershey Hotel
10:45 a.m. – 3:15 p.m.	Boat Rides on Corpus Christi Bay	Peoples Street T-Head
10:45 a.m.	Embark on first trip, returning 12:00 Noon	
12:15 p.m.	Embark for second trip, returning 1:30 p.m.	
1:45 p.m.	Embark for third trip, returning 3:00 p.m.	
3:15 p.m.	Embark for final trip, returning 4:30 p.m.	
6:30 – 10:00 p.m.	Family Night Reception	Corpus Christi Bayfront Convention Plaza

*Spouse luncheon tickets available at conference registration desk at Convention Plaza. There is no charge for the boat rides. Tickets for delegates and guests are available in registration packets and at registration desk. Shuttle buses will transport delegates and guests to events at Bayfront Convention Plaza. Please refer to the schedule on the front of this brochure for times. AWBD identification must be displayed to board buses. This identification is available at the conference registration desk. Buses stop only at conference hotel sites and at the Convention Plaza.*



ASSOCIATION OF WATER BOARD DIRECTORS – TEXAS

*“Dedicated to the betterment of Texas Water district operation and management through education and unification.”*

# NEWSLETTER

AUGUST 1988

## 1988 Annual Conference A Record Breaker In Corpus Christi



*Trustees join Governor Clements after his speech, a highlight of the 1988 Annual Conference. L-R, Howard Hankins, John Gardner, Floyd Mechler, Governor Clements, Bill Jones, Donna Parrish, Merry Dunaway and David Harper.*

The combination of Governor William P. Clements, the beauty of Corpus Christi and a full slate of informative seminars drew a record-breaking number of delegates and guests to attend the 1988 AWBD Annual Conference, July 14-16, at the Corpus Christi Bayfront Convention Plaza.

The Friday luncheon address by the Governor was a high point of the event, as he covered major water issues and the strides Texas is making on the road to economic recovery. Attending the Conference with the Governor were Texas' First Lady, Rita Clements, and Hugo Berlangier, President Pro Tem of the Texas Senate.

The Texas Water Commission's top officials set up shop in Corpus Christi, with Chairman Paul Hopkins presenting the TWC's "Best of the West" district excellence awards and Commissioner Buck Wynne assessing the 1989 Legislature's posture on water issues. "Top guns" Allen Beinke and Dean Robbins headed up the key staff team on hand to work with district status reports and answer questions. Once again, the AWBD Annual Conference was the place to be for people connected to utility districts and the water industry.

With more than 900 delegates registered, a new record, estimates were that the Conference pumped more than \$1 million into the Corpus Christi economy during our stay.

AWBD social functions again provided a full schedule of fun to balance the weighty two-day schedule of seminars on everything from tax abatement to health department regulations on contaminants in water. And entertainment and information were combined in one delightful session, as the AWBD Players made their debut to an enthusiastic audience.

When it was over and the last official tote bag stuffed with the last vendor souvenir and goodies, delegates were in agreement that the conference lived up to its billing of something great in '88!

### FALL SEMINAR ANNOUNCED

The Association of Water Board Directors has announced the scheduling of its fall 1988 seminar. Set for Monday, October 3, 1988, the topic for the session is "How Do Changes To The Property Tax Code Affect You and Your District?"

Speakers for the evening include Stan Stiefer, General Counsel to the State Property Tax Board, and Debbie Wheeler, from the Board.

The program will be held at the Hotel Sofitel, located at 425 North Beltway 8. A cash bar will be open from 5:30 p.m. to 6:30 p.m., with dinner following at 6:30 p.m. The program will begin at 7:30 p.m.

Cost of the seminar is \$50.00 per person for AWBD members and reservations must be made through the Association office no later than Tuesday, September 27.

More details will appear in the next issue of the Newsletter.

"I urge you to plan now to attend this first seminar of the fall, said AWBD President Floyd Mechler. "The issues concerning our tax bases affect all of us, whether as homeowners or district directors. They can be very complex and it is our responsibility to be as well informed as possible to carry out our duties. You owe it to yourself to get your information firsthand and be able to ask the questions that concern you. AWBD is pleased to provide you this important opportunity in October."

**SEE INDEX ON PAGE 71.**

# The Presidency in Transition

At the first meeting of the Board of Trustees following the Annual Conference, the leadership positions of the Association were reorganized.

To preserve the progress our Association has made and to firmly focus our attention on issues only, I have agreed to serve in the coming year in the position of treasurer of AWBD. Floyd Mechler has been elected president and I support his leadership and goals without reservation.

My personal commitment to the Association is more strong today than ever before. My intent is that the Association remain a forceful voice on the subject of water issues and, to that end, I do support the unification of our leadership. My position is, and always has been, that representing the Association is a privilege and an honor. It is not the arena for individual gain or personal advancement; rather, it is a position of trust and an opportunity to speak out for the greatest membership of any water industry organization anywhere — the Association of Water Board Directors. That is my philosophy as a member; that was my rule of conduct as your President.

The Association must fairly represent all facets of our industry and the burden of responsibility faced by a trustee of the Association centers on being the conduit for the membership and its concerns, speaking out for them in board forums, thrusting them onto the larger stage of conferences and seminars.

My voice will remain as strong as ever on your behalf. Regardless of my personal opinion on a subject, I will continue to speak out for each of you. The position of the Association on any issue must be forged from the climate of honest debate and remain the voice of consensus. It must never bear the stamp of any one individual, for we are an Association of many, not the tool of any single person or interest group.

Being your president has been my highest achievement. I pledge my continued loyalty to you and to the integrity of our Association. I remain at your service.



*John Gardner gives television interview about AWBD and water conservation effort at Annual Conference in Corpus Christi.*

## NEW MEMBER DRIVE

Membership Chairperson Donna Parrish has announced the beginning of an AWBD membership drive to kick off the fall season with the goal of enlarging and strengthening the Association's membership.

Anyone recruiting new members should be sure their own name is prominently marked in the upper righthand corner of the new member's application to ensure credit is given to the right person.

The drive will run from September 1 through December 15. The top recruiter will receive three conference registrations and three hotel rooms for the Mid Winter Conference in Fort Worth in January. The runner-up will receive a complimentary conference registration. No monetary equivalents will be awarded.

If you need membership applications or packets, contact the Association office, 713/759-1377.

Interest in the Association is definitely up for 1988 and the time following the Annual Conference gives you an excellent opportunity to get others involved in AWBD.

And, let's not forget the new members saluted in Corpus Christi!

- Maple Run
- Water Utilities Service
- Williamson-Travis Counties MUD 1
- Nottingham County MUD
- Harris County MUD 155
- Emerald Forest UD
- Forest Cove MUD
- Travis County WCID 10
- Fern Bluff MUD
- Aware Engineering, Inc.
- Municipal Accounting Service

The Newsletter of the Association of Water Board Directors — Texas is published by the Association throughout the year in Houston, Texas. The materials contained in the NEWSLETTER are compiled from various sources of information available to the Association of Water Board Directors and from articles submitted by individuals. The opinions and representations contained herein do not necessarily reflect the views of the Association, the Board of Trustees, or individual members, thereof, nor does the Association or the Board warrant the factual accuracy of all of the materials herein. Readers are encouraged to read carefully, study the issues raised, and come to their own conclusions.

Chairman, Publications Committee . . . . . Merry Dunaway

**BOARD OF TRUSTEES**

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Cen-Tex Representative . . . . . David Harper

## Acting Out "WATER AND MAN"

The commitment of the Association to promoting water conservation through education is one of the greatest AWBD has ever made, pledging seminars, resources and reminders to get the word out that our water resources will not be here in abundance unless we do something about preserving it. Education is universally accepted as the key to this endeavor and efforts by individual districts have been enthusiastic.

"Water And Man" is the heart of the education process a wonderful water conservation program that can be easily adapted into school curricula. It draws on the resources of the community and districts, directors and consultants can play vital roles in getting this program into the schools and in seeing that it is successful.

To demonstrate just how vital these roles are, members of the Association turned thespians to demonstrate that water conservation education doesn't have to be a dry subject.

And, in getting their point across, they showed themselves to be wonderful troupers, great talents and good sports.



*"Give Me A W, Give Me An A, Give me a T E R, cheers Julie (Donna Darling) as she exhorts everyone to join the team that's saving water.*

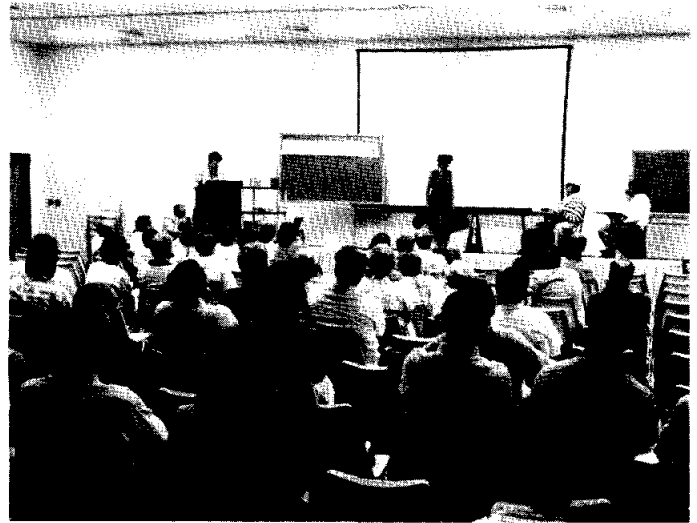
Their aim was simply for everyone to understand that the introduction of water conservation programs can be entertaining, a fun experience for all. It does not have to follow any set lesson plan and will pay to audiences of all ages. Their skit was perfect for schools and could easily be adapted to present for civic organizations and clubs.

In a real schoolroom setting, their skit demonstrated how easily it is to adapt water to learning objectives in all segments of a lesson plan. At the Annual Conference, their skit was a wonderful diversion that was thought-provoking for all.

### THE PLAY'S THE THING

Once you've got your audience's attention in a skillful manner, you can tell your message and have great reception and

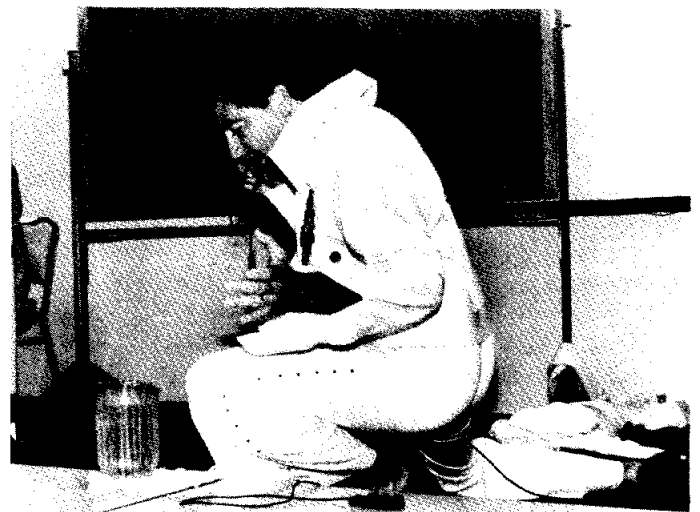
AWBD PHOTOS BY FRANK MARTIN



*Kay Kutchins, the "teacher" at the podium welcomes guests to her classroom where the lesson the day will be four essential elements of water: clean water is essential to our existence; water is precious and should not be wasted; water costs money; and water is often a political topic.*

retention of ideas. And, there is no more important message than making the public aware of how critical water conservation is for our future.

The AWBD Players made their debut at the Annual Conference in Corpus Christi to rave reviews. All members of the audience had orchestra seats for the play, which featured the acting talents of Donna Darling, David Harper, Kay Kutchins, Pat Hudspeth and Kirk Jefferies.



*It's The King!!! Pat Hudspeth found a new career as the one and only Elvis, rocking and rolling for water conservation.*

*(Continued, next page)*

34 states exempt equipment and machinery. Texas does not.

47 states exempt goods in transit. Not in Texas.

According to Previtt, if you've ever wondered why Texas doesn't have a big distribution business, a big, central warehousing facility, this is the reason. "You can't do that with a tax policy that taxes inventory. 43 states exempt manufacturer's inventory. Not in Texas."

39 states have sales tax exemptions for new machinery and equipment. Not in Texas.

31 states have tax credits for new jobs. Not in Texas.

21 states have loan guarantees for new buildings. "We're just starting to get into that," he says. And 34 states provide direct loans for new business construction, "We're also just starting to get into that."

"My point is that it (tax abatement) is one of the few tools that is available to us and is an incentive to try to attract new businesses."

The thrust in Harris County, as Previtt defines it, is to use tax abatement as the means to create thousands of new primary jobs. Primary jobs are those "that bring new payrolls into the community." If he reaches his goal of creating 60-80,000 jobs in Harris County, the total employment would increase by 200,000." The implications of that are pretty straight-forward, for water districts, school districts and for us as individuals." Previtt says this could mean an increase of 40-50 percent in home values, with probable comparable increases in the value of commercial property.

"If we can get our economy moving, we don't have to worry about high water-district tax rates. We don't have to worry about the pressures of funding our schools.

And, the potential is good for all of us."

---

***It's important to know that tax abatement is a promotional device.***

---

In setting the safeguards for the Harris County policy, Previtt and his group were careful. "We require that the investments that are receiving tax abatements have a useful life of at least 15 years. We don't want to abate the property on some fly-by-night organization that . . . can move overnight.

"We have provisions that will allow for abatement to be turned down for moral (or) safety considerations, that have an adverse effect on water districts."

If a water district receives notice of an abatement application on a company in the district and feels the abatement would have an adverse effect on the district's jurisdiction, you have the right to testify against it. "I don't think anyone is trying to hurt a water district," Previtt said.

Safeguards also restrict the movement of a plant from one part of Harris County to another simply to gain a tax abatement.

And, there is the "sunset provision" that is built into the abatement policy. It provides for an evaluation at the end of two years. If things are working as proposed, then the abatement can be continued. If not, the abatement ends.

"It's important to note that tax abatement, tax holiday, is a promotional device. It is not something your community should intend to keep forever. We want to get our economy well."

**How Successful Has Abatement Been?**

Abatement was enacted in Harris County less than a year ago. With careful work, the City of Houston and the Houston Independent School District have "come on-line at the first of the year," Previtt noted, and "we really started cranking up."

Currently one new tax abatement application is coming in per week, with a great range of industry being represented . . . everything from diapers to chemical concerns.

"We don't know how much effect abatement is having on triggering the economy. There is no doubt that several of the chemical plants have been triggered by tax abatement."

What tax abatement provides is the little edge, the flag that gets management's attention long enough for other factors and advantages to the area to be fairly evaluated. "It gave our economic development people an opportunity to go out and open the door . . . with this attractive bargaining."

And, with Houston Lighting and Power now offering a utility discount tied to the abatement "that has a major effect on corporate cost."

All may be fair in love and war and now in economic development. When the recovery is complete, and Previtt is optimistic that Texas will achieve recovery, the role of tax abatement in shoring up the process will be a significant one. The bottom line is that "it is absolutely crucial that we do everything we can to secure plants now!" And, armed with tax abatement, people are trying all over the state.

---

AWBD PHOTOS BY FRANK MARTIN



***Tax Tech's Lynda Reynolds, left of podium, reflects the interest of the entire audience on tax abatement.***

---



*David Harper brought current events and social studies home with a look at the political implications of water issues. He also earned a grade of "A," both for his acting and his report.*

Set in a classroom, the premise of the play was a group of students working on an educational unit on water and wastewater.

Kirk Jefferies was typecast, filling the bill as a special guest, a resource person to discuss "something important about water" and stimulate student interest.

Kay Kutchins, an able teacher, emphasized the theme that water can be utilized in every teaching unit. Jefferies' talk would serve as a science lesson. Donna Darling was to give the language art report, with water as her theme and David Harper, the most studious of the lot and bound for valedictory glory, presented the political side of water as a social studies project.



*Cheers for the AWBD Players! L-R, Hudspeth, Jefferies, Darling, Harper and Kutchins.*

And, then there was Pat Hudspeth. Immortalized for the day. Enquiring minds may want to know if Elvis is alive. In Corpus Christi, there was no doubt. Not only was "The King" alive, he was back to do his part to save water!!!

With good fun and amid laughs and cheers, the AWBD Players scored a hit with their skit. It opened options for the rest of us to get our message across and once again proved that AWBD's greatest asset is its membership, who will do anything for the cause.

Though there were no Oscars or Emmys given for the performances, the Don Day sculpture, "The Witcher," substituted very well as well-deserved accolades for the AWBD Players, who may be called upon again to hit the boards when the curtain goes up at future AWBD events.

## Water and Man!



### *SPECIAL THANKS . . .*

*AWBD extends our very special thanks to CDR Industries and Johnson County Freshwater Supply District 1 for their generous support of Conference activities. They helped to make things just a bit nicer for all of us!*

## HOW WATER SUPPLY SYSTEMS WORK

Now that you are a director of a utility system, you find that you are in a business, the business of providing water to your customers, who also happen to be your constituents, the residents of the district you represent.

You also have acquired responsibility for the quality of the water you provide, and, in this instance, you have responsibility to regulatory agencies, as well as to the residents.

So, it's a very good idea to understand fully just where your water comes from and how it gets from its source to the faucets of the homes in your district.

As part of the "basic block" of seminars at the Annual Conference, L. S. "Pat" Brown was responsible for introducing directors to the workings of their water supply systems. And, as he pointed out, "your water supply system is easily taken for granted, but is essential to your community. Although it operates relatively routinely, it is somewhat complex and merits your ongoing attention."

However, he stressed throughout his presentation that understanding the workings of the water supply system doesn't require an engineering degree — just the desire to know.

### Where Does The Water Come From



L. S. "Pat" Brown  
Brown, Gay & Associates

Water comes from two sources, surface reservoirs and subsurface wells, with most water originating from wells. Brown said "We have been very dependent on groundwater and have, in some cases, used to excess." This overuse of ground water has resulted in lowered water tables and surface subsidence, a problem that districts in the greater Houston area are all too familiar with.

Because of this, Brown noted "there is a strong movement to convert to surface water for our water supply. Maximum utilization of surface water combined with reasonable uses of groundwater sources is the desirable long-term answer to our water supply needs."

Especially in the Houston area, Brown explained, there is an aggressive encouragement of the conversion to surface sources for water supply, with the Harris-Galveston Coastal Subsidence District leading the way.

"Permits are required for wells and are closely reviewed at each annual renewal, so long-term dependence on well water is being slowly altered." In some areas, the subsidence district is being less patient, depending on the severity of the subsidence problem that has resulted from overpumping of groundwater.

In other areas of the state, similar groups and concerned districts are making the effort to convert to surface water, pro-

moting the use of regional supply districts to minimize costs and maximize results from conversion.

"Alternatives to subsurface water supplies must be incorporated in the long-range planning of all entities charged with the responsibility for providing potable water to users," Brown emphasized.

### A Typical Water System

The typical water system consists of a water plant with a deep, high-volume well, water storage, service pumps and pressure maintenance, and a distribution system comprised of a network of various sized water mains.

But, the facilities are only as good as the water source, the "key element."

"Assuming no surface water is available and you can obtain any required permit, the water source commonly is a fairly deep well with enough water to flow 1000 gallons per minute (gpm)," he said. In Houston, for example, the water table will require your well to be 1,000–1,500 feet deep.

A well of this size would serve about 1,667 single family connections, according to Brown, making it "a substantial well."



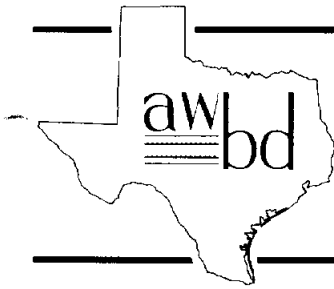
Basic seminars were well attended at Annual Conference.

To handle water from the well, water storage is needed to provide a reservoir of available water. This storage can be either ground storage or elevated storage. Service pumps also are needed to pump the water through the lines of your system to the users.

And, if the storage is ground storage, a pressure tank, which is technically a hydro-pneumatic tank, is required to maintain line pressure when the service pumps are not pumping. "If you have an elevated storage tank, the pressure tank is not needed."

*(Continued, next page)*





# ASSOCIATION OF WATER BOARD DIRECTORS - TEXAS

*"Dedicated to the betterment of Texas water district operation and management through education and unification."*

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## ADMINISTRATIVE DIRECTOR

MYRTLE CRUZ

---

July 27, 1988

Dear Donna,

On behalf of the Association of Water Board Directors, I would like to thank you for contributing to the success of our 1988 Summer conference in Corpus Christi.

Since the whole purpose of our organization is the education of our members on water issues, our program content is extremely important. The strength and stamina of seminars such as yours, fortify our members with current information they can use when they return home to their water districts.

Thank you, once again, for your help in making our 1988 Summer Conference a success.

Sincerely,

Donna Parrish  
Program Chairman

LCRA WATER EDUCATION PROGRAM  
TO BE AVAILABLE STATEWIDE

For Immediate Release: 8/18/88

Contact: Loretta Ewart (512) 473-3234

AUSTIN--Lower Colorado River Authority directors approved Thursday (August 18) a proposal to allow statewide distribution of a water-education program developed by LCRA for elementary schools.

LCRA will introduce the program, which features a personality called "Major Rivers," to schools in its 10-county statutory district this fall. The program is designed to teach fourth grade students about water quality, supply and conservation. Keyed to basic subjects taught in these grades, the materials comply with requirements of the Texas Education Agency, said Wanda McMurray, LCRA Consumer Education Program Coordinator.

LCRA commissioned Educational Development Specialists of Lakewood, California, to produce the water resources education program, and with this Board action will grant privileges for broad distribution in Texas and other states.

LCRA provides materials to the 95 school districts in its water and electric service areas, reaching approximately 685,000 elementary and high school students.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

August 26, 1988

Mr. Allen Beinke, Executive Director  
TEXAS WATER COMMISSION  
Post Office Box 13087 Capitol Station  
Austin, TX 78711-3087

Dear Mr. Beinke:

As you may be aware, EDS has developed a 4th-grade water education program for LCRA, called "Major Rivers." Wanda McMurray, Coordinator of Consumer Education Program at LCRA, intends to distribute the program to about 600 4th-grade classrooms annually in LCRA's 10-county district.

LCRA has also licensed EDS to reproduce the Major Rivers program and make it available to Texas water agencies outside LCRA's 10-county area. Thus, the program could be used in schools throughout the state. The program will be made available to water agencies at \$45 a class set (i.e., nonconsumable materials for teachers and consumable materials for 25 students). Sets of student materials only (to resupply teachers each year after the first year) will be available at \$35.

It occurred to us that the Texas Water Commission may want to be involved in the distribution. For example, Major Rivers could become a Water Commission program, and the Commission could distribute it directly to teachers or through local water agencies. The Commission may even want to work jointly with the Texas Water Development Board. EDS would produce and maintain the inventory, provide the materials at an agreed on cost, and handle all shipping to water agencies or schools. The Commission would receive full credit for its role on program materials for teachers and parents.

If the Commission would like to explore this possibility, we'd be happy to meet. We'd like to present the program to you and your staff regardless, and to solicit your support and advice.

Thank you for your consideration.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk

bcc: Wanda McMurray  
Donna Darling  
Kay Ice  
Sharian Burroughs

cc: Bill Colbert, Office of Public Information



**YOGI BEAR'S**

**JELLYSTONE PARK  
CAMP-RESORT**

**Texas Canoe Trails, Inc.**  
131 Ruekle Road  
New Braunfels, Texas 78130  
(512) 625-1919 or (512) 625-3375

*Rec'd 12/88*



*625-0662 (H)*

*8-30-88*

*Handa Mc Murray  
Consumer Education Program Co.  
LCRA  
P O Box 220  
Austin TX 78767*

*I recently read in LCRA News about  
your educational kits. I will be  
putting together an exhibit for our local  
Childrens museum Oct 6 - Nov 24.  
The theme will be Water Works. I represent  
Friends for Rivers a non profit group  
concerned about River Conservation.*

*I wonder if any of your materials  
would be appropriate. I also read  
where you had coloring books. Are they  
available now? We expect about  
2500 students will come thru the  
museum in this book period.*

*I have requested bumper stickers from  
Les Hitcher and the video that  
adds up from Mr. Ray Freese.  
Anything you have to offer would  
be helpful.*

*Sincerely  
Ditty Walls*

September 9, 1988

Ms. Betty Walls  
Texas Canoe Trails, Inc.  
131 Ruekle Road  
New Braunfels, Texas 78130

Dear Ms. Walls:

I am responding to the letter you wrote to Wanda McMurray of LCRA on Aug. 30.

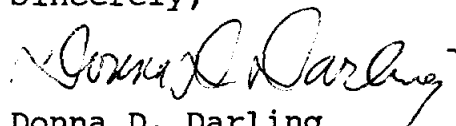
I have enclosed samples of the items we have for children and a price list for same. We can supply up to 200 of these on a complimentary basis, but according to your expectations for the event, that number would be gone rather quickly.

Also, I have enclosed the Texas Water Education Network Directory as a suggestion for other sources you may wish to contact. The Texas Parks and Wildlife Department is more involved with rivers.

The yellow coloring book produced by the Texas Water Commission is available on a purchase basis also. You would need to contact their library at 512/463-7834 for quantities and costs.

Please let me know if you need our assistance.

Sincerely,



Donna D. Darling  
Public Information  
512/463-7869

DD/ss  
Encl:

CC: Wanda McMurray

# Texas Water Commission

## INTEROFFICE MEMORANDUM

TO : William E. Colbert

DATE: 9-15-88

THRU :

FROM : Kevin Hamby

SUBJECT: Major Rivers & Aquifer

Renee Carlson and I have reviewed the Major Rivers video tape and educational package forwarded us by Donna Darling of the TWDB.

The Major Rivers project appears to be a well done highly received video about Water Conservation. While this is an interesting target audience, fourth graders, I am not sure this is the subject or the age group we should be targeting for the cost involved. Especially, since we have already produced the children's booklet for this age group.

The original cost estimate given to me by Donna was the TWDB would fund \$50,000 and the TWC would fund \$50,000. The follow up costs, or second year and beyond costs, are listed at \$35.00 per twenty five students. This cost is for the work packages for students.

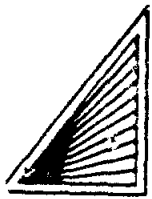
It is possible, with the equipment ordered, and the excellent print facilities in house, we may be able to produce a package of this nature geared toward the water environment as a whole rather than just water conservation. It may also be that we look for a slightly older age group between sixth and eighth grades. We have not really investigated the costs of producing in house, but it can be looked into if there is interest.

Again, for the money involved and the major issue addressed, I believe we can better utilize the dollars in a different education program.

Another note of lesser importance, the company is California based.

Please advise me on where we should go from here. Thanks.

cc: Donna Darling  
Renee Carlson



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

September 19, 1988

Mr. Allen Beinke, Executive Director  
TEXAS WATER COMMISSION  
Post Office Box 13087, Capitol Station  
Austin, TX 78711-3087

Dear Mr. Beinke:

This letter is following up my August 26 letter, where I described the "Major Rivers" water education unit EDS developed and will distribute for LCRA. (I believe you saw Wanda McMurray's presentation on this program in Corpus Christi in July.)

I would very much like to meet with you to discuss the program. "Major Rivers" is a measurable, truly instructional program that offers "major benefits" to students, parents, teachers, and, possibly, the Texas Water Commission. Sometimes it is difficult for non-specialists in instructional technology to ascertain the important characteristics of an instructional program like this and to differentiate it from a more informational resource like, say, a coloring book. I would like to brief you on these characteristics, on the benefits they offer, and on cost-effective options the Commission would have for participating in the distribution of the program.

I hope you'll be able to meet with me. I could come to Austin at just about any time in the near future.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk

bcc: Wanda McMurray  
Donna Darling  
Kay  
Sharian  
Ann

STATE OF TEXAS  
WATER DEVELOPMENT BOARD

M. Reginald Arnold II  
Executive Administrator

Thomas M. Downing, Member  
Charles W. Jenness, Member  
W. Scott H. Hines, Member

September 23, 1988

Mr. Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission  
P. O. Box 13087, Capitol Station  
Austin, Texas 78711

Dear Mr. Beinke:

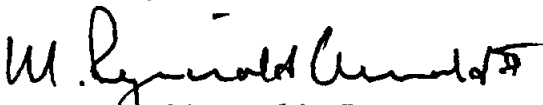
Re: TWDB Contract No. 9-483-703

Please find enclosed three (3) copies of a Fiscal Year 1989 contract between the Texas Water Development Board and the Texas Water Commission. Under the terms of this interagency cooperative contract, the Water Commission will continue to collect water quality samples and related field data on a bi-monthly schedule from 63 sites in five estuaries on the central and upper Texas coast, as well as operate and maintain continuously recorded water quality stations at a minimum of 10 bay sites with instruments supplied by the Board. In addition, the Commission will assist the Board and the Parks and Wildlife Department in performing at least two Intensive (72-hour minimum) Inflow Surveys on selected estuarine systems.

The contract has been verbally approved to begin September 6, 1988 and terminates on August 31, 1989. The total contract amount shall not exceed \$96,087. Upon execution of the three contract copies, please forward same to the State Purchasing and General Services Commission for their approval and processing.

The Division Contract Manager for this contract is Mr. Gary L. Powell, Water Data Collection, Studies, and Planning Division. If you have any questions concerning this contract now or in the future, please do not hesitate to contact him at 512/463-7979.

Sincerely,

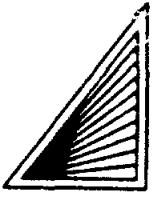


M. Reginald Arnold II  
Executive Administrator

Enclosures (3)

cc: Charles Jenness, Member of Water Development Board  
Susan Taylor, Director of Accounting  
Gary Powell, Director of Bays & Estuaries Program  
Rochelle Pemberton, Director of State Centralized Services





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

September 29, 1988

Mr. Sonny Kretzschmar  
Deputy Administrator  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231  
Austin, TX 78711-3231

Dear Mr. Kretzschmar:

On Tuesday morning, October 11, Donna Darling, Wanda McMurray, and I will be discussing the Major Rivers water education program with the Texas Water Commission. Donna mentioned that since we'd be in your building then, perhaps we could brief you on the program too. We'd be happy to stop by about 10:30 a.m., or at any later time that is convenient for you that day.

We'll plan to see you at 10:30 a.m. on the 11th unless you tell us otherwise. Thank you for the opportunity to present the program.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk

cc: Donna Darling  
Wanda McMurray



# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

November 11, 1988

Ms. Donna Darling  
Public Information Office  
Texas Water Development Board  
P.O. Box 13231  
Austin, TX 78711-3231

Dear Ms. Darling:

The Lower Colorado River Authority (LCRA) is proud to announce the development of the first, comprehensive, Texas-oriented water education program entitled "Major Rivers". On Wednesday, December 14, 1988, LCRA will host a Kickoff and Appreciation Luncheon to introduce Major Rivers to the public and to recognize the hard work and dedication that went into creating this program. We would like very much for you to attend.

A Technical Advisory Committee composed of LCRA Water Council members, state and local educators, and representatives from LCRA and the City of Austin worked closely with a professional curriculum development firm to design this one-of-a-kind water education unit. The materials were successfully field tested last spring within LCRA's 10-county statutory district, and suggestions from teachers, students, and outside evaluators were incorporated into the final product. "Major Rivers" units will be provided free-of-charge this spring to all fourth grade classes in LCRA area schools. Various state agencies are considering offering the program throughout the rest of Texas.

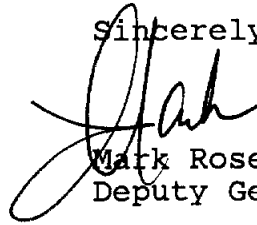
The learning objectives of the unit, which are closely correlated to the Texas Education Agency's fourth grade Essential Elements, include the water cycle, Texas water supply and distribution, and water conservation and use. The program includes a complete set of student materials, a teacher's guide, wall poster and corresponding video.

Please join us at the Wyndham South Hotel in Austin (intersection of Ben White and IH 35) from 11:30 a.m. to 1:30 p.m. You will have the opportunity to preview the "Major Rivers" program materials and meet the committee members.

Major Rivers Appreciation Luncheon  
Page 2

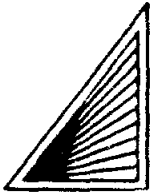
To R.S.V.P., please call Donna Sherry, 1-800-223-4391, ext. 2341  
or 473-3200 ext. 2341 by December 5, 1988. I look forward to  
seeing you there.

Sincerely,



Mark Rose  
Deputy General Manager

MR/WM/ds



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

November 15, 1988

Mr. Allen Beinke, Executive Director  
TEXAS WATER COMMISSION  
Post Office Box 13087, Capitol Station  
Austin, TX 78711-3087

Dear Allen:

We're looking forward to LCRA's Major Rivers luncheon on December 14. I hope to see you there.

I also hope we have the complete program "in the box" for LCRA at the luncheon. Finalizing a new program and printing it for the first time is always a crunch.

At this point, we're printing 1,000 class sets, about 650 of which are for LCRA. We'll have the other 300 or so sets available for pilot testing around the state this spring.

What is the status of your organization with regard to the Major Rivers program? Do you wish to be involved in this printing? We can always fire up the presses again at any time.

Let me know if you'd like us to meet again with any of the other departments or organizations at the state level.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk

cc: Donna Darling  
Wanda McMurray

# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

November 15, 1988

Mr. Sonny Kretzchmar  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231, Capitol Station  
Austin, TX 78711-3231

Dear Sonny:

We're looking forward to LCRA's Major Rivers luncheon on December 14. I hope to see you there.

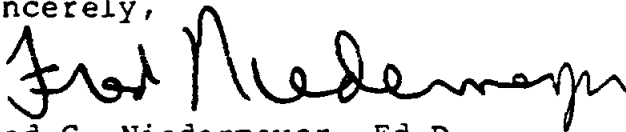
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At this point, we're printing 1,000 class sets, about 650 of which are for LCRA. We'll have the other 300 or so sets available for pilot testing around the state this spring.

What is the status of your organization with regard to the Major Rivers program? Do you wish to be involved in this printing? We can always fire up the presses again at any time.

Let me know if you'd us like to meet again with any of the other departments or organizations at the state level.

Sincerely,



Fred C. Niedermeyer, Ed.D.  
President

FCN:gk

cc: Donna Darling  
Wanda McMurray



# TEXAS WATER DEVELOPMENT BOARD

Louie Welch, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

November 30, 1988

Mr. David Freeman  
Lower Colorado River Authority  
P. O. Box 220  
Austin, Texas 78767

Dear Mr. Freeman:

As Director for Public Information and Education for the Texas Water Development Board, it has been my privilege to work closely with LCRA, specifically with Wanda McMurray, on the "Major Rivers" fourth-grade water education program. I have also watched with interest the development of the Water Simulator project and have appreciated Wanda's efforts on behalf of the Texas Water Development Board/Texas Water Commission public school textbook review committee.

I review the newsclips for our agency and am aware of all the fine things that LCRA does for its service area. I believe, however, that none will have as far reaching an impact as the two water education programs which have resulted from the enthusiasm and persistence of Wanda McMurray. She is truly an asset to your organization and is someone who is making a difference to the citizens of Texas.

Her professionalism, follow-through, and positive attitude make working with her a pleasure.

Sincerely,

A handwritten signature in cursive script, reading "Donna D. Darling".

Donna D. Darling  
Director  
Office of Public Information and Education

DD/nh  
cc: Cindy Blewett  
Don Chovanec  
Wanda McMurray



# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

December 9, 1988

Donna D. Darling  
Director, Office of Public Information  
Texas Water Development Board  
P. O. Box 13231 Capitol Station  
Austin, Texas 78711-3231

Dear Ms. Darling:

I appreciate your recent letter concerning our employee Wanda McMurray and her work on water education. I know Wanda was working on this subject long before it became the new "hot topic" at LCRA, and it is gratifying to see her get the credit she deserves.

We appreciate the support of your agency in our efforts, and I look forward to seeing you at the Major Rivers luncheon next week.

Sincerely,

A handwritten signature in cursive script that reads "S. David Freeman".

S. David Freeman  
General Manager

/mmp



# TEXAS WATER DEVELOPMENT BOARD

Louie Welch, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

## MEMORANDUM

TO: REG ARNOLD

THRU: SONNY KRETZSCHMAR *gek*

FROM: DONNA DARLING, TWDB

RE: 1988-89 WATER EDUCATION REPORT

DATE: DECEMBER 29, 1988

Currently, the most important water education effort being coordinated by the state's water agencies is the Texas Water Development Board-Texas Water Commission Statewide Water Education Network and Textbook Committee. This Committee evolved from the efforts of the Texas Society of Professional Engineers' Water Education Committee under the leadership of Dave Dorchester. For the past several years, the TSPE Committee has been tracking the Texas Education Agency's textbook proclamations and contacting textbook publishers in an effort to include more information on water, particularly water in Texas.

In 1988, Wanda McMurray of the Lower Colorado River Authority became Chairperson of the Textbook Committee (members and progress to date are attached). Ms. McMurray resigned as of Jan. 1, 1989, and Renee Carlson of the Texas Water Commission has been asked to assume the Chairperson's duties.

While the Textbook Committee continues the long and arduous process of influencing the content of state textbooks, the state water agencies, water-industry associations and the private sector have developed and are sponsoring several statewide education programs to bridge the gap and expose the current generation of students to information on water that is currently unavailable in existing textbooks.



The following information concerns the water education efforts in which the Texas Water Development Board and the Texas Water Commission have some interest or involvement:

1. Statewide Water Education Network and Textbook Committee. (see explanation on preceding page)

2. Major Rivers

Major Rivers is a fourth grade water education program developed by the Lower Colorado River Authority between 1984 and 1988. LCRA has licensed Educational Development Specialists (EDS), an educational curriculum development company, to seek private and public sector funding for providing the Major Rivers packet of instructional materials to all fourth grade classrooms in Texas that are outside the LCRA service area. A plan has been developed and presented to the Texas Water Commission and the Texas Water Development Board soliciting their financial support for the program. Both agencies have agreed to fund the program with \$20,000 each for FY 1989. The Texas Water Commission has also indicated that they will budget \$20,000 for the program in FY 1989. Bill Colbert will draft a letter inviting the Texas Department of Health to be a contributor. However, current fund-raising efforts will not be contingent upon the Health Department's reply. Some clarification as to how the \$40,000 in state funds will be applied is needed.

EDS is currently working to develop a plan that outlines the number of fourth grade classrooms and costs for funding the classrooms in each River Authority area in Texas. Bill Colbert will draft a letter to the River Authorities to see which ones would be interested in participating. The letter will be signed by Commissioner Buck Wynne and by Reg Arnold (and the Health Department). River Authorities expressing a willingness to participate will receive a second letter detailing the classroom numbers and costs for supplying the program in their service area. EDS will also suggest ways that the state funds may be applied to distribution of the program.

Martha Harris, a local consultant working for EDS, presented the Major Rivers program to Terral Smith on December 15, 1988. Representative Smith was very impressed with the program and with the co-operative spirit exhibited by the two water agencies. He has requested copies of the packet for all the members of his committee and has offered his assistance in promoting the project. Mrs. Harris will supply the packets and continue to work with Representative Smith on this project.

David Harper of the Association of Water Board Directors has indicated that space will be available to the TWC and the TWDB to display and distribute Major Rivers at the AWDB Annual Meeting, January 26-29, 1989 in Ft. Worth. He is also arranging for Commissioner Wynne to appear before the Texas Water Forum, a consortium of 12 water associations meeting in conjunction with the AWDB meeting. The Forum was briefed on the program last July and is now awaiting instruction as to how they may become involved.

Note to Bill Colbert: In the meeting with EDS on December 15, 1988, we discussed how private sector industries would be included in the funding efforts for Major Rivers. We tentatively assigned the re-funding role to these entities. However, Fred Niedermeyer of EDS is concerned that if the River Authorities whole heartedly adopt the program in their service areas, they may be reluctant to share their association with Major Rivers and that perhaps allowing the River Authorities the option of soliciting the large industries in their areas after the program is well established might be a better alternative. EDS would like to present their next proposal before any contacts are made with the private sector.

### 3. Water and Man

Water and Man is the K-12 water education program that is co-ordinated jointly by the Texas Water Development Board and the Texas Society of Professional Engineers. The TWDB Research and Planning Grant that provides matching funds for the program expired in August 1988. TSPE has applied for re-funding. A determination for re-funding will be made in January.

Reports from teachers who have used the program over the past three years indicate that the materials appear to be most useful in the 7th or 8th grade. Teachers also indicate that the current format of the program makes it too teacher intensive. TWDB staff recommends a re-packaging of the program for use in junior high only. Water and Man will serve to re-enforce student exposure to Major Rivers.

### 4. Texas Water Education Network and Directory

The Texas Water Education Network Directory is an annual publication of the Texas Water Development Board listing resource persons and programs relative to water education materials that are suitable for use in public school classrooms. The Directory is currently being updated for distribution in January 1989. (TWC may want to list some things in the Directory)

CC: Bill Colbert, TWC  
Renee Carlson, TWC

MAJOR RIVERS  
JANUARY CALENDAR OF EVENTS

Tuesday, January 10

Memo and cover letter delivered to Allen Beinke  
Request meeting with Bill Colbert to go over memo outlining  
roles of program organizers  
Meet with David Harper to confirm role of TWDB and TWC at  
AWDB Mid-Winter Conference in Ft. Worth on Jan. 27-28.  
Note: AWDB Education Committee personnel will assume  
major responsibility for education booth at conference.  
TWC and TWDB staff will assist as needed  
Call EDS and order pre-view kits, student booklets, posters  
and stickers; call Wanda McMurray to arrange for  
Major Rivers doll  
EDS preparing numbers and costs for River Authority  
participation.  
Called Tom Duck of Texas Rural Water Association to be put  
on Water Forum agenda to report on status of Major  
Rivers and potential involvements of Water Forum  
membership associations

Wednesday, January 11

Meet with Bill Colbert.  
Draft letter to Department of Health.  
Draft letter to River Authorities (can send pre-view kits if  
appropriate)  
Confirm Commissioner Wynne's appearance at Water Forum  
meeting- Call Tom Duck with agenda information (458-  
8121)

Note: Also need to discuss announcing that Renee Carlson is new  
Textbook Committee Chairman: propose doing this by mailing the  
Texas Water Education Network Directory to attached list. (Donna  
will draft letter and distribute packets. Directory should go to  
print by January 13 and be distributed before the end of the  
month.

Tuesday, January 17

Mail letter to Department of Health

Friday, January 20

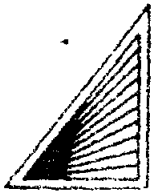
Mail first letter to River Authorities  
(Major Industries?)

Friday, January 27

Make presentation to Water Forum in Ft. Worth

Monday, January 30

Mail Texas Education Network Directory and Textbook  
Committee Chairman announcement.



# Educational Development Specialists

8501 East Carson Street • Suite 250  
Lakewood, California 90713-0993 • 213-429-6814

January 6, 1989

Ms. Donna Darling  
Director of Public Information  
Texas Water Development Board  
P.O. Box 13231  
Austin, TX 78711-3231

Dear Donna:

I got your memo today. It looks good. I think everyone will be clear as to their part in getting the project off the ground.

There are a couple of areas under item #2 that I would like to clarify. The last sentence in the second paragraph might be better if it were omitted. As history served, program sponsors generally do not want the credits involved in the financing decisions. We will be happy to make suggestions, but you may want to keep that a "law-fey" arrangement.

The statement in the third paragraph that says that Mardel works for EDD is also omitted. This relationship does not appear beneficial at this time and we would not want to mislead any of the sponsors.

I would like to clarify the note to Bill Coleman, the last paragraph of item 2. It is in this position that the private sector should be included in the "Motor Rivers" project right from the beginning, as wider distribution goals can be attained with additional sponsors. We feel, however, that existing support should be on a contractual basis rather than by means of River Authority. Our experience has been that large industries will identify more with a state sponsored project than with a local project. Also, they will want as much exposure as they can get for their investment. Money raised from private companies could be used to subsidize the cost of the program to River Authorities and other local agencies, much like the Texas Water Board and Texas Water Commission does. Also, you may want to delete the last sentence in the note to Bill.

I have been in touch with Barbara Lee Frank's office, specifically with Terry Hitchcock, who is working to provide me with the 4th grade enrollment statistics that we need to prepare the cost analysis for you. She will be sending a substantial report that will care us in getting these figures together. I will let you know just as soon as I have a number of 4th grade enrollments for each district.

Currently, there are 300 "Major Rivers" class sets available at \$40.00 each if you want to start a pilot program or begin distribution. There are also preview kits that are put together if you would like to send any out to prospective sponsors and/or River Authorities. Let me know when you'd like me to send them to you.

We talked about a possible exhibit the end of this month. Would you like me to make arrangements to have student books sent to you for display? Please let me know if there are any other materials that you may need. I will be happy to get them right out to you.

You asked about some possible ideas for allocating the \$40,000.00. I would recommend the following:

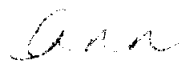
- \* Enlist the support and sponsorship of the private sector now. Address potential sponsors with the concept of statewide distribution and recognition.
- \* Allocate funds by offering at 25% Water Board/Water Commission subsidy. State to the River Authorities that the program costs \$40.00 per class set, plus shipping and imprinting, but as an incentive to join in the public awareness kick-off, the Water Board/Water Commission will subsidize the program. The price becomes \$30.00 per class set (plus shipping and imprinting) to the River Authority or agency and the Water Board/Water Commission will subsidize the other \$10.00 per class set ordered. Thus, the present \$40,000 grant will generate \$760,000 in sales and create a much wider student outreach.

Other options would be:

- \* Match funds equally from River Authorities and Water Agencies, i.e., River Authority can buy class sets for \$20.00.
- \* Send teacher brochures out to all 4th grade teachers in the state offering the Major Rivers program for free to the first 1,000 teacher's who request it. i.e., state funding only.

Please let me know if I can help in any way.

Sincerely,



Ann M. Craiton  
Director of Marketing

MEMORANDUM

TO: REG ARNOLD  
SONNY KRETZSCHMAR  
SUE CLABAUGH

FROM: DONNA DARLING

RE: PRESENTATION ON MAJOR RIVERS AT THE WATER FORUM MEETING  
ON JANUARY 27 AT 1:30 P.M. IN FORT WORTH AT THE AWBD  
MID-WINTER CONFERENCE; ADDITIONAL CONFERENCE  
INFORMATION

DATE: JANUARY 10, 1989

Tom Duck, Chairman of the Water Forum (see list of member associations) has asked Buck Wynne to present a status report on the Major Rivers education program which our two agencies co-sponsor. Com. Wynne may also use this opportunity to solicit financial participation from the associations. I believe Tom Duck would include us in this presentation if we want to co-present. He is currently establishing the agenda for the water forum meeting...please advise.

Water Forum Members

- American Water Works Association
- Association of Water Board Directors
- Texas Municipal Utilities Association
- Texas Water Utilities Association
- Texas Rural Water Association
- Texas Well Water Association
- Texas Water Conservation Association
- Texas Water Alliance
- Texas Water Pollution Control Association
- Texas Water Quality Association
- Texas Society of Professional Engineers

I am ordering pre-view kits for each association representative attending the forum meeting. I am ordering Student Booklets for display in the Major Rivers booth in Ft. Worth. These are being supplied by EDS at no charge.

AWBD education committee members will require our support to man the Major Rivers Booth in the vendor area of the AWBD Conference in Ft. Worth.

*Are we working for EDS?*

We will not have any other role to play in the AWBD meeting. Pre-application interviews for loans will not be necessary at the meeting as MUD Boards are not currently a viable market for our loan programs. Reg has a complimentary invitation to come to the meeting (Jan. 27 & 28). The TWC and TWDB will not be featured at the head table this time. Ann Richards and the Ft. Worth area legislators will be the honored guests.

*no*  
*Jeff*

*OK*  
*1/16/89*

*EDS on this*

**EDUCATIONAL DEVELOPMENT SPECIALISTS**

5505 E. CARSON STREET  
SUITE 250  
LAKEWOOD, CA. 90713-3093  
(213) 420-6814

Introducing "MAJOR RIVERS" the Texas Water Education Program. "Major Rivers" is designed to teach 4th grade students about the importance of water in Texas, while meeting the Texas Education Agency curriculum requirements for elementary science, social studies, and composition.

Major Rivers' addresses the water cycle, water supply and demand, water distribution, and water use and conservation. The materials are presented in a colorful and entertaining format. The instructor materials included are:

- \* Teacher's Guide
- \* Classroom poster
- \* 30 Student Books
- \* 30 Home Information Letters
- \* 30 "Major Rivers" badges
- \* 30 Trainers and 30 Posttests

"Major Rivers" was developed by EDS, the developer and distributor of many educational programs, including the Energy Source Education Program.





Revenue available for total control time at 100% funding for this award is

\$259,786



Box 231  
Zip Code 76004-0231  
Arlington Phone  
(817) 275-3271  
Dallas Phone  
Metro (817) 265-3311  
January 19, 1989

Deborah Dahlke  
Director of Corporate Development  
LCRA  
Box 220  
Austin, Texas 78767

Dear Ms. Dahlke:

I am interested in the program that you have developed for elementary school aged children on water, water quality, and conservation measures, which I read about in the Texas Water Report published on January 5, 1989. I would be very interested in receiving additional information about your program and the implementations policies developed in support of the program, as this department is looking into ways to educate young children on various water related issues.

I would be most appreciative of any information that you can send me pertaining to this topic.

Thank you in advance for your assistance.

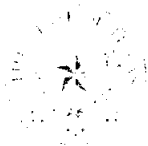
*Cheryl Taylor West*  
Cheryl Taylor West  
Administrative Analyst  
Water Utilities  
City of Arlington  
P.O. Box 231  
Arlington, Texas 76010

/lm  
cc: file

A:40-052

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner



Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

January 17, 1989

Dr. Robert Bernstein, M.D., F.A.C.P.  
Commissioner  
Texas Department of Health  
1100 West 49th Street  
Austin, Texas 78756

Dear Dr. Bernstein,

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The TWC and TWDB would like to invite the Texas Department of Health to participate in this highly praised educational effort.


Major Rivers is a fourth grade water education program developed by the Lower Colorado River Authority between 1984 and 1988. LCRA licensed an educational curriculum development company to seek private and public sector funding to provide the Major Rivers packet of instructional materials to all fourth grade classrooms in Texas that are outside the LCRA service area.

A plan has been developed and presented to the TWC and the TWDB soliciting our financial support for the program. Both agencies have agreed to support the program with \$20,000 each for FY 1989.

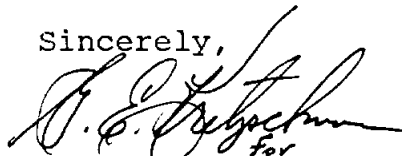
If the TDH would like to support this educational effort, you or one of your staff may contact Bill Colbert, Director of the TWC's Office of Public Information. It would be helpful to have an indication of TDH's level of support by mid-February in order to expedite this matter within the anticipated time frame.

Thank you for considering this joint educational proposal, and we look forward to hearing from you.

Respectfully yours,

  
B. J. Wynne, III  
Chairman

Sincerely,

  
M. Reginald Arnold II  
Executive Administrator

**SOME OPTIONS FOR STATEWIDE DISTRIBUTION OF  
MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM**

**Texas Water Development Board**

1. Fund program distribution to Texas 4th-grade teachers at a specific student saturation level (e.g., 25%) for three years. (Cost: \$300,000)
2. Fund distribution at a specific student saturation level for one year; work with EDS to get local water agencies, associations, municipalities, and river authorities to take over the implementation in their respective areas in subsequent years. (Cost: \$115,000)
3. Provide a grant to allow local water agencies or school districts to purchase program at 1/2 price. (Cost: at least \$50,000 per year)

**BENEFITS TO TEXAS WATER DEVELOPMENT BOARD  
OF SPONSORING STATEWIDE DISTRIBUTION OF  
MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM**

1. **Texas water information will reach classrooms.** The *Major Rivers* program teaches Texas-specific water information and objectives that are not contained in currently-adopted state textbooks.
2. **Teachers will be receptive.** As many teachers will want and use the program as there are kits available. Associated Milk Producers Inc. (AMPI) reaches 70 to 80 percent of the 2nd and 4th grades in Texas with similar EDS-developed nutrition education kits. LCRA reaches nearly all of their school districts with the EDS-developed Energy Source Program.
3. **Teachers will use *Major Rivers* for many years.** The above-mentioned AMPI nutrition kits have been used in Texas since 1974. Seventy percent of the *Major Rivers* teachers will request a resupply kit every year so as to reteach the program.
4. **Students really learn about water and water conservation.** During field testing of *Major Rivers*, classes averaged near guessing levels on the program pretest and 87 percent mastery on the posttest. All Texas 4th grades will experience success with the *Major Rivers Texas Water Education Program*.
5. **Students will develop positive attitudes.** During the *Major Rivers* field test, only 42 percent of the students said they were careful about conserving water prior to the program. After the program, 90 percent said they would now do more to save water.
6. **Results are verifiable and measurable.** Teachers return program record sheets that contain test scores, reactions, and suggestions. Data bases can be built to substantiate teacher use and student learning.
7. **Parents will become involved.** The home activity booklet contains a home water audit to do with the child. A recent study with the Energy Source Program found that 85 percent of the parents were aware of the program, and 70 percent of these parents said the program had influenced them to take actual energy saving measures at home.
8. **Educational community will support program.** Dr. Barbara ten Brink, Science Specialist for the Texas Education Agency, participated on the *Major Rivers* technical advisory committee during development. Dr. ten Brink has helped the Austin ISD prepare a *Major Rivers* presentation that will be given to Texas science teachers this month.
9. **Development Board will be recognized for leadership role.** Because *Major Rivers* is a true instructional program that teachers will really want and use, it will have much more impact and visibility than traditional informational materials. The Development Board's leadership in distributing the program will be recognized in many sectors.
10. **Program will open school doors to water education.** A typical teacher reaction to the Energy Source Program is, "I enjoyed teaching this unit, and I am interested in other programs you might have (in Florida)." As teachers experience success with *Major Rivers*, they will be receptive to other water education programs and speakers offered in their communities by local water organizations.

**IMPLEMENTATION COSTS FOR STATEWIDE DISTRIBUTION OF  
MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM**

• Produce 10,400 <i>Major Rivers</i> teacher brochures/ order cards @ \$.35	\$3,640
• Purchase mailing labels for all Texas 4th grade teachers @ \$50/M	\$550
• Mail teacher brochures to every 4th-grade teacher in Texas	\$2,600
• Ship class sets UPS @ \$1.50 to the first 2,600 teachers (25%) requesting the program.*	<u>\$3,900</u>
 TOTAL	 \$10,690

\* Depends on number of kits available; student saturation level of 25 percent used in this example.

January 19, 1989

Donna D. Darling  
Director of Public Information  
Texas Water Development Board  
1700 North Congress Avenue  
P.O. Box 13231  
Austin, Texas 78711-3231

Dear Donna;

Attached is a break-down of the 4th grade classroom statistics that we compiled from the Texas Education Agency report dated August 30, 1988.

The total number of 4th grade students in the state of Texas, as of August 30, 1988 was...256,722.

To achieve the estimated number of 4th grade classrooms in the state we divided 256,722 (the total number of 4th grade students) by 25 (the Texas state maximum per classroom). We calculated a total number of 10,269 4th grade classrooms in the state of Texas. This may be a conservative estimate since we divided by the maximum allowable rather than the average classroom size.

Using the February 1985 map of "River Authorities and Selected Water Districts and other Authorities" for the state of Texas, we were able to determine which counties were serviced by which Authority. We plugged the county statistics into the appropriate River Authority and then added them up. The total number of students within the designated Authorities are 223,095 4th grade students. There are a total of 9,095 4th grade classrooms that area.

Attached is the specific numbers by River Authority, Water District, or other Authority. Please feel free to call me if I can answer any questions or provide you with any more information.

Sincerely,



Ann M. Crafton  
Director of Marketing

<u>RIVER AUTHORITY/WATER DISTRICT</u> <u>OTHER AUTHORITY</u>	<u>4th grade</u> <u>students</u>	<u>4th grade</u> <u>classrooms</u>
Angelina & Neches River Authority	8209	330
Brazos River Authority	32899	1450
Central Colorado River Authority	158	7
Franklin County Water District	92	4
Galveston County Water Authority	4487	180
Guadalupe-Blanco River Authority	5489	220
Gulf Coast Waste Disposal Authority	44699	1789
Lavaca-Navidad River Authority	232	10
Lower Colorado River Authority	9411	378
Lower Concho River Water & Soil	33	2
Lower Neches Valley Authority	4783	191
Nueces River Authority	10292	415
Palo Duro River Authority	466	19
Red Bluff Water Power Control Dist.	796	33
Red River Authority of Texas	13761	565
Sabine River Authority of Texas	10047	406
San Antonio River Authority	18175	728
San Jacinto River Authority	4719	190
Tarrant County WCID #1	15132	606
Titus County Fresh Water Supply #1	338	14
Upper Colorado River Authority	1513	61
Trinity River Authority of Texas	32828	1315
Upper Guadalupe River Authority	412	17
Upper Neches River Municipal Water	4124	165

\*Enrollment Statistics as of August 30, 1988-Texas Education Agency

\*Classroom numbers are calculated using county statistics





# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

January 24, 1989

Ms. Donna Darling  
Office of Public Information  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231  
Austin, Texas 78711-3231

Dear Donna:

Thank you so much for participating in our first Austin MAJOR RIVERS workshop last Saturday. We especially appreciated your help in putting the room back in order and packing up our materials. There is so much work involved in conducting programs of this type, but the positive responses given by the teachers make it worthwhile. Thank you for the help and for all the support and encouragement you give us.

I am attaching for your information:

- 1) The January 21, 1989 Teacher Comments from MAJOR RIVERS Workshop,
- 2) A copy of the City of Arlington's inquiry re MAJOR RIVERS unit and reply,
- 3) The NSTA REPORT article, "Essential Changes in Secondary Science...." that may be of interest to the Textbook Hearing Committee. Note the first paragraph, middle column of third page. The article gives even more justification and importance to groups such as your committee and the active participation of its members to support the needed changes in Texas textbooks for practical applications in the area of water resources management as they relate to science and social studies, and
- 4) FYI - JCST (Journal of College Science Teaching) article, "Educating Scientists and Engineers: Grade School to Grad School".

Stay in touch!

Sincerely,

Wanda McMurray, Coordinator  
Consumer Education Programs

WM/ds

Attachments

**LCRA**  
Inservice Training  
WORKSHOP EVALUATION FORM

WORKSHOP LOCATION: Murchison Middle School WORKSHOP TITLE Major Rivers

WORKSHOP SPONSOR Lower Colorado River Authority DATE 1-21-89

98% of teachers gave the workshop highest possible rating. The following are the written comments:

- Very well planned, organized interesting.
- Well planned workshop.
- The materials are very good. I look forward to using them with my class. I appreciate your allowing the workshop to progress at a reasonable pace.
- Well done! Well organized. Efficient.
- Very informative about a subject which is too often glossed over in regular curriculum.
- Very well organized - coordinated & presented - liked the variety of presenters.
- I enjoyed the workshop and benefited.
- This could have been done in half a day. (*Not if teachers participate to the fullest! WMC*)
- Thanks for so many supplies (and food).
- I like the idea of finishing early. Materials are great. Food was great. Valuable stuff.
- I'm very pleased that I attended this workshop. The presenters were enthusiastic and quite organized. The information and materials given to me will be put to great use in my classroom. I appreciate the time and energy the presenters spent preparing & presenting the workshop. THANKS.
- Very well organized, "self-teach" method allowed for more input for participant ideas & brainstorming.

WORKSHOP STAFF

**Wes Birdwell**, Manager, Water Resources Management  
**Kevin Critendon**, Water Resources Management  
**Nora Mullarkey**, Coordinator, Water Efficiency Program  
**Lucia Athens**, Water Efficiency Program  
**Wanda McMurray**, Coordinator, Consumer Education Programs  
**Donna Sherry**, Support Staff



# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

January 24, 1989

Ms. Cheryl Taylor West  
Administrative Analyst  
Water Utilities  
City of Arlington  
Post Office Box 231  
Arlington, Texas 76010

Dear Ms. Taylor:

I was pleased to learn from Deborah Dahlke of your interest in LCRA's MAJOR RIVERS water education unit. Major Rivers and his horse, Aquifer, are making a big hit with our fourth grade teachers.

The curriculum development firm, Educational Development Specialists (EDS) of Lakewood, California, worked with a Technical Advisory Board selected by LCRA to develop and field test the material. LCRA then granted EDS production and distribution privileges outside LCRA's 10-county statutory district. As you will see from the enclosed samples, the materials are designed for use in any part of Texas, with supplements added to make them specific to LCRA's area.

It would be best for you to talk directly with Dr. Fred Niedermeyer, President of EDS, for further details. I am sending your inquiry to him with a copy of this letter, so that he can call you. However, should you prefer to contact him directly, he can be reached at EDS, 5505 E. Carson St. - Suite 250, Lakewood, CA, 90713. The phone number is (213) 420-6814.

Again, thank you for your letter. It is always fun sharing information about Major Rivers.

Sincerely,

A handwritten signature in cursive script that reads "Wanda McMurray".

Wanda McMurray, Coordinator  
Consumer Education Programs

WM/ds

Encls.

pc: Fred Niedermeyer, Ed.D.  
Deborah Dahlke  
Don Chovanec

# TEXAS WATER DEVELOPMENT BOARD

## INTEROFFICE MEMORANDUM

TO : Commissioner Wynne  
Allen Beinke  
Bill Colbert

THRU : Sonny Kretzschar

FROM : Donna Darling

SUBJECT: Major Rivers presentation to Water Forum members

DATE:

When Commissioner Wynne was unable to attend the Water Forum meeting in Ft. Worth on January 27, I was invited to make the presentation on Major Rivers, the 4th grade water education program jointly-coordinated by the TWC and TWDB. The response from the representatives of the water associations that make up the Water Forum was extremely enthusiastic.

I explained that the River Authorities (and some commercial companies) would be offered an opportunity to fund the Major Rivers classroom sets for as many of the 4th grade classrooms in their service areas as they felt they could afford; then we (the TWC and the TWDB) would be calling on each association to fill in the gaps. Our first year objective was to put Major Rivers in at least 1/3 of the 10,000 4th grade classrooms in Texas (beginning September 1989). This would cost approximately \$193,000 and that the state agencies had already committed \$20,000 each.

In light of the enthusiastic response of the water associations, it is important that we follow up with a letter to the River Authorities from Commissioner Wynne as soon as possible, so that we can contact the associations with some fairly specific idea of what their contribution will need to be to accomplish our first-year objective. I have some Major Rivers preview kits that can be included with the River Authority letters. We also have specific costs for each River Authority's participation, although we may not want to provide that information until they have expressed an interest in participating in the program.

Members of the Water Forum include the following:

- American Water Works Association
- Texas Water Utilities Association
- Texas Municipal Utilities (TML)
- Texas Water Conservation Association
- Texas Rural Water Association
- Texas Water Control & Pollution Association
- Association of Water Board Directors
- Texas Water Alliance
- Water Well Drillers Association
- Texas Society of Professional Engineers

# TEXAS WATER DEVELOPMENT BOARD

INTEROFFICE MEMORANDUM

TO : Commissioner Wynne  
Allen Beinke  
Bill Colbert

THRU : Sonny Kretzschmar *geh*

FROM : Donna Darling

SUBJECT: Major Rivers presentation to Water Forum members

DATE: 1/31/89

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- Association of Water Board Directors
- Texas Water Alliance
- Water Well Drillers Association
- Texas Society of Professional Engineers

*Texas Water Quality Assoc.*

ASSOCIATION OF  
WATER BOARD DIRECTORS  
- TEXAS -

DONNA PARRISH  
Executive Vice President

(713) 759 1377  
1617 Fannin, Suite 900

Res. (713) 859 8088  
Houston, Texas 77002

Please send information about Major Rivers to:

Name: William R. Lewis

Address: 5787 South Hampton Rd

City: Dallas

State/Zip: Texas # 75232

Phone: (214) 330-4855

*Tx. Wtr. Pollution Control Assoc.*

Please send information about Major Rivers to:

Name: TEXAS WATER QUALITY ASSN.

Address: 1904 Sam Houston

City: VICTORIA, TX

State/Zip: TEXAS, 77901

Phone: 512-575-2974

MAJOR RIVERS  
JANUARY CALENDAR OF EVENTS

Tuesday, January 10

Memo and cover letter delivered to Allen Beinke  
Request meeting with Bill Colbert to go over memo outlining  
roles of program organizers  
Meet with David Harper to confirm role of TWDB and TWC at  
AWDB Mid-Winter Conference in Ft. Worth on Jan. 27-28.  
Note: AWDB Education Committee personnel will assume  
major responsibility for education booth at conference.  
TWC and TWDB staff will assist as needed  
Call EDS and order pre-view kits, student booklets, posters  
and stickers; call Wanda McMurray to arrange for  
Major Rivers doll  
EDS preparing numbers and costs for River Authority  
participation.  
Called Tom Duck of Texas Rural Water Association to be put  
on Water Forum agenda to report on status of Major  
Rivers and potential involvements of Water Forum  
membership associations

Wednesday, January 11

Meet with Bill Colbert.  
Draft letter to Department of Health.  
Draft letter to River Authorities (can send pre-view kits if  
appropriate)  
Confirm Commissioner Wynne's appearance at Water Forum  
meeting- Call Tom Duck with agenda information (458-  
8121)

Note: Also need to discuss announcing that Renee Carlson is new  
Textbook Committee Chairman: propose doing this by mailing the  
Texas Water Education Network Directory to attached list. (Donna  
will draft letter and distribute packets. Directory should go to  
print by January 13 and be distributed before the end of the  
month.

Tuesday, January 17

Mail letter to Department of Health

Friday, January 20

Mail first letter to River Authorities  
(Major Industries?)

Friday, January 27

Make presentation to Water Forum in Ft. Worth

Monday, January 30

Mail Texas Education Network Directory and Textbook  
Committee Chairman announcement.



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

1/31/89

Dear Fred & Ann,

The presentation to the associations in Ft. Worth is covered in the enclosed memo which has been delivered to those who will have to take the next step.

The inquiries gathered at the meeting are also enclosed. The ones stapled together are from Water Forum members and should be answered by telephone. The others are from water board directors, teachers, cub scout den mothers etc. and could probably be handled by a letter. Some of them would like to have preview kits. My suggestion is that we do not begin taking private sector orders until March 1 when I hope we will have some handle on the River Authority involvement. After that, I think you should fill orders as they come keeping close track of where the kits are going so that when the state financing comes through we will not double up on distribution. We probably need to talk about how the kits are going to be personalized also.

As of this morning, Reg Arnold's condition had not changed. I don't believe Reg's accident will impact this project very much since it is Commissioner Wynne who is interested in carrying the ball.

I have enclosed my proposed time schedule, so that you can see where I wanted us to be and where we are. I hope the River Authority letter will be mailed before the 15th of Feb.

Stay tuned,

DDD



# TEXAS WATER COMMISSION

Pat Hopkins  
John O. Edwards

W. J. ...  
Brenda W. Foster

February 15, 1989

Mr. Charles D. Thomas, Executive Director  
Angelina & Neches River Authority  
P. O. Box 387  
Lufkin, TX 75901

Dear Mr. Thomas:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

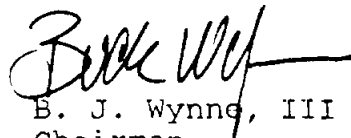
Major Rivers is a fourth grade water education program developed by the Lower Colorado River Authority between 1984 and 1988. LCRA licensed an educational curriculum development company to seek private and public sector funding to provide the Major Rivers packet of instructional materials to all fourth grade classrooms in Texas that are outside the LCRA service area.

A plan has been developed and presented to the Commission and the Board soliciting our financial support for the program. Both agencies have agreed to support the program with \$20,000 each for FY 1989.

As a river authority, participation in this educational effort within your region would be very beneficial. If you would like to support this educational effort, please contact Bill Colbert, Director of the Texas Water Commission's Office of Public Information. It would be helpful to have an indication of your level of support by early March in order to expedite this matter within the anticipated time frame.

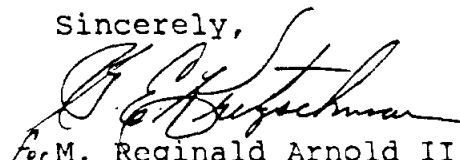
Enclosed is a Major Rivers kit for your preview. Thank you for considering this educational program and we look forward to hearing from you.

Respectfully yours,



B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,



M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael L. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Mr. Ivie*  
Mr. O. H. Ivie, General Manager  
Colorado River Municipal Water District - *wildcat*  
P. O. Box 869  
Big Spring, TX 79720

*over*  
Dear Mr. Ivie:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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*B. J. Wynne, III*

B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*M. Reginald Arnold II*  
for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

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Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Bill*  
Mr. Danny F. Vance, General Manager  
Trinity River Authority  
5300 South Collins  
P. O. Box 60  
Arlington, TX 76010

Dear Mr. *Danny* Vance:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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Respectfully yours,

*Buck Wynne*  
B. J. Wynne, III  
Chairman

Texas Water Commission

Sincerely,

*M. Reginald Arnold II*  
for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
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John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Bill*  
Mr. Jack K. Ayer, General Manager  
San Jacinto River Authority  
P. O. Box 329  
Conroe, TX 77305

Dear Mr. Ayer:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.


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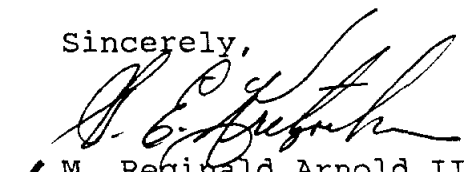
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Respectfully yours,

  
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Chairman  
Texas Water Commission

Sincerely,

  
for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

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B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner



Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Beinke*  
Mr. Fred N. Pfeiffer, General Manager  
San Antonio River Authority  
100 East Guenther Street  
P. O. Box 9284, Guilbeau Station  
San Antonio, TX 78204

Dear Mr. Pfeiffer:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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Respectfully yours,

Handwritten signature of B. J. Wynne, III.

B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

Handwritten signature of M. Reginald Arnold II.

M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

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Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Handwritten:* 915/122-4320

Mr. Ben O. Sims, Chairman of the Board  
Lower Concho River Water & Soil  
Conservation Authority  
Route 1  
Paint Rock, TX 76866 915/122-4320

Dear Mr. Sims:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*Handwritten signature: M. Reginald Arnold II*  
for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER DEVELOPMENT BOARD

James H. Harwell, III, Chairman  
Stanley S. Coleman, Vice Chairman  
Thomas J. Gentry, Secretary

W. Raymond Arnold, II  
Director, Administration

Thomas M. Darling, Manager  
Charles W. Jenness, Manager  
Walter F. Pittman, Manager

## MEMORANDUM

TO: Bill Colbert, TWC

THRU: G. E. (Sonny) Kretzschmar

FROM: Donna Darling

RE: Working agreement with Educational Development Specialists and the Texas Water Commission for the sale and distribution of the "Major Rivers" water education program.

DATE: February 24, 1989

Per my February 14, 1989 conversation with Fred Niedermeyer, President of Educational Development Specialists (EDS), we concluded that an appropriate working arrangement with the Texas Water Commission and the Texas Water Development Board for the sale and distribution of "Major Rivers" would include the following:

1. Bill Colbert will be the primary contact with River Authorities desiring to purchase "Major Rivers" classroom sets for fourth grade classrooms in their service area. Mr. Colbert will inform the River Authority contact that the cost of the class sets are \$45.00 each. The TWC/TWDB will subsidize the programs purchase price at a cost of \$10.00 per class set and will be given a bulk discount of \$5.00 per class set by EDS, which will be passed along to the River Authorities. This brings the price of each class set down to \$30.00 to the River Authority as an incentive to participate.
2. Mr. Colbert, using number of classrooms figures per River Authority service area which have been provided by EDS, will tell the River Authority contact how much it would cost to fund (1) their entire service area, and (2) half their service area (about 50% of the teachers would be expected to respond to a teacher brochure mailing). The River Authority can then contact Ann Crafton or Sharian Burroughs at EDS (5505 E. Carson St., Suite 250, Lakewood, CA 90713; 213/420-6814) to determine how they want to implement the program and how many class sets they want. They can then place the order for the number of kits desired and designate the school districts that will receive the kits. They will also provide EDS with imprint information at that time.

Note: Although September 1989 has been set as the official target date for distribution of the "Major Rivers" program, Mr. Niedermeyer has informed me that 300 classroom sets are already available and could be distributed this spring. If state funds are not available for matching a spring order, he would be willing to bill the state's \$10.00 portion as funds become available, providing EDS has a signed contract with TWC/TWDB by March 30, that states funds will be available no later than May 1, 1989. This would allow the River Authorities to take advantage of the \$30.00 per set cost before next fall.

3. EDS will imprint the materials with Texas Water Commission, Texas Water Development Board, and the name of the River Authority. The River Authority will be charged for imprinting and shipping. EDS will provide the River Authority with a total cost for delivery to the designated school districts. EDS or the River Authority will then mail teacher brochures to each fourth-grade teacher in the designated school district which when returned to EDS or the River Authority, will entitle them to one classroom set. (Some River Authorities may elect to implement the program in another way, eg. teacher workshops.)

4. When the order has been placed and fulfilled, EDS will bill the Texas Water Commission/Texas Water Development Board \$10.00 per kit purchased and will bill the River Authority \$30.00 plus imprinting and shipping costs per kit ordered. EDS will bill TWC/TWDB monthly for all sets ordered by River Authorities for that month.

5. In the "Major Rivers" classroom set, there is a Program Record Sheet which the teacher will return to the "Major Rivers Distribution Office" (EDS) after he/she has taught the two-week unit. A compilation of the test results and teacher reactions will be sent periodically to the sponsoring state agencies and River Authorities.

6. The student booklets and take-home leaflets in each classroom set will have to be repurchased annually. River Authorities who choose to provide classroom sets in 1989 will be contacted as to their desire to re-fund the consumable portions of the kit.

7. A request for Board approval for the transfer of \$20,000 from the Research and Planning Fund to the Texas Water Commission to be used as matching funds for the distribution of "Major Rivers" classroom sets is on the agenda for the March 16, 1989 Board meeting. Upon Board approval, the Texas Water Development Board legal staff will draft an interagency contract with the Texas Water Commission which will transfer \$20,000 from the TWDB Research and Planning Fund to a billing account that will be drawn on by Educational Development Specialists and will be administered by the Texas Water Commission.



Letters to the River Authorities along with "Major Rivers" preview kits were mailed on February 15, 1989. If you have questions or need assistance with the order process, I am available to help.

Also, the Texas Department of Health is reviewing our invitation to participate in the program and will let us know in the near future.

cc: Buck Wynne                      Jim Fries  
     Allen Bienke                    J. D. Beffort  
     Suzanne Schwartz               Fred Niedermeyer, EDS

A PROPOSAL FOR MARKETING "MAJOR RIVERS"

Program description, benefits and projected costs for reaching 20% of the fourth-grade classrooms in Texas during FY 1989 are attached.

Participation by the three state agencies in promoting the use of "Major Rivers" may include the following:

Completed:

1. Letters were mailed by the TWC/TWDB to all River Authorities in Texas on February 15, 1989. As of March 17, 1989, the Sabine River Authority and the Brazos River Authority had requested a costs proposal from EDS.

2. Harris Co. Municipal Utility District #5 in Kingwood, Texas has also requested a proposal to fund the classrooms in the Humble Independent School District.

To Do:

1. Make follow-up phone calls to the River Authorities that have not responded to ascertain their interest. (see attached list).

*Bill? Monica*  
--Who will do this and what is a reasonable timetable to accomplish it--

2. Each agency should provide a list of entities that they would approve as eligible for the subsidy. i.e. water associations, chemical council members. An appropriate letter on that agency's stationery should be prepared. (see sample letter to River Authorities). Promotional flyer could be attached to the formal letter. Also sheet describing benefits may be included. (see draft). (Am attempting to procure Water Industry Guide mailing labels) Note: Best if one person maintains all list so that duplication is avoided.

3. Add a "Major Rivers" display board to the TWC and TWDB exhibit booths. Interested parties can fill out reply cards that will be returned directly to EDS. Also, a list of meetings where just the "Major Rivers" exhibit would be appropriate should be made so that a representative from one of the three agencies could plan to attend.

4. A feature article picturing Major Rivers and discussing the

reasons for state participation in water education in public schools should be prepared and mailed to appropriate industry newsletters and trade publications. (see TWDB newsletter list)

5. Specific costs proposals must come from EDS. Imprinting, handling/shipping and extra materials will have to be added in. (Need to discuss subsidizing extra materials and at what %)

6. All entities using the state subsidy will need to be told that the three state agency names will appear on the imprinted materials. Entities not using the state subsidy may use just their name or may also include the three state agencies if desired.

7. All the fourth-grade classrooms in the Lower Colorado River Authority 10-county area have received classroom sets. (San Saba, Llano, Burnet, Blanco, Travis, Bastrop, Fayette, Colorado, Wharton and Matagorda). Therefore, we will need to be sure that our marketing efforts are not directed to those 10 counties. Note: Our calls to River Authorities who elect to participate this year should include the question of do they want an exclusive right to market in their service area. We are hoping that they may approach some private-sector entities to help supply funding. (We can supply them with our letter and flyer for use on their stationery)

8. Our written information can offer preview kits which are available on a 60-day loan basis and can be obtained by contacting EDS directly.

9. Including legislators? Political protocol for three state agencies? Necessary approvals, who signs letters, who makes phone calls etc.

10. Need to keep a map of the state and color in areas penetrated.

Austin, Tx. 787

Invitation to Water Forum meeting on April 27th.  
Invitation to P.R. Committee meeting of TWUA-will call with date.  
(53 districts-can help spread the word, no money)

Mr. Ben O. Sims, Chairman  
Lower Concho River Water & Soil Conservation Authority  
Route 1  
Paint Rock, Tx. 76866  
915/732-4320

will call

Jim Ed Miller, General Manager  
Red Bluff Water Power Control District  
111 West Second Street  
Pecos, Tx. 79772  
915/445-2037

Needs specific proposal for service area.

Mr. Ronald J. Glen, General Manager  
Red River Authority of Texas  
520 Hamilton Building  
Wichita Falls, Tx. 76301  
817/723-8697

will call Donna on Friday

Mr. Everett Grindstaff  
Upper Colorado River Authority  
P. O. Drawer 269  
Ballinger, Tx. 76821  
915/365-3515

will call back

Mr. B. W. Burns, General Manager  
Upper Guadalupe River Authority  
P. O. Box 1278  
Kerrville, Texas 78028  
512/896-5445

Donna needs to call Charlie Wiedenfeld after April 11 at 512/896-0100.

Mr. Roy Douglas, General Manager  
Upper Neches River Municipal Water Authority  
P. O. Drawer Y  
Palestine, Texas 75801  
214/584-3316 n/a

April 5, 1989

Major Rivers Marketing Contacts:

Deniece Ryan  
Lavaca Navidad River Authority  
P. O. Box 429  
Edna, Texas 77957  
512/782-5229

*not their river not  
on poster 3 school district*

Needs formal proposal from Ann Crafton and order blank. Has only 3 school districts or approximately 10 classrooms to provide kit to at an approximate cost of \$500.00.

Sue Baker  
Colorado Municipal Water District  
Box 869  
Big Spring, Texas 79721  
915/267-6341

Will check with Mr. Ivie and call me back. Has \$500 in education budget to contribute to project.

Central Colorado River Authority  
915/625-2838 n/a

Franklin County Water Authority  
1-800-632-0668 (no letter, need contact)

John C. Williams  
Canadian River Municipal Water Authority  
P. O. Box 99  
Sanford, Texas 79078  
806/865-3325

Need specific cost proposal and order blank for supplying to schools in Hutchison, Carson, Potter, Randall, Hale, Lubbock, Lynn, Dawson, Terry and Hockley counties.

Mr. John Specht  
Guadalupe-Blanco River Authority  
P. O. Box 271  
Seguin, Tx. 78156-0271  
512/379-5822

Send proposal and order blank for service area.

Dan Allen, Executive Director  
Texas Water Utilities Association  
6521 Burnet Lane

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*John Ed Miller*  
Mr. ~~John A. Hayes~~, General Manager  
Red Bluff Water Power Control District  
111 West Second Street  
Pecos, TX 79772 *915/45-2037*

Dear Mr. Hayes:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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A plan has been developed and presented to the Commission and the Board soliciting our financial support for the program. Both agencies have agreed to support the program with \$20,000 each for FY 1989.

As a river authority, participation in this educational effort within your region would be very beneficial. If you would like to support this educational effort, please contact Bill Colbert, Director of the Texas Water Commission's Office of Public Information. It would be helpful to have an indication of your level of support by early March in order to expedite this matter within the anticipated time frame.

Enclosed is a Major Rivers kit for your preview. Thank you for considering this educational program and we look forward to hearing from you.

Respectfully yours,

*B. J. Wynne, III*  
B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*M. Reginald Arnold II*  
for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Alford*  
Mr. John C. Williams, General Manager  
Canadian River Municipal Water Authority - 045-265-3245  
P. O. Box 99  
Sanford, TX 79078

Dear Mr. Williams:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

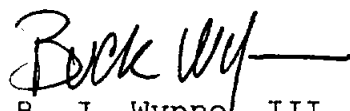
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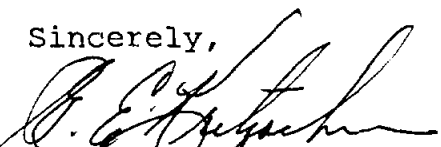
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Respectfully yours,

  
B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

  
for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III  
Paul Hopkins, General Manager  
John O. Houchins, General Manager

Allen Benke, General Manager  
Michael L. Field, General Manager  
Brenda W. Foster, General Manager

February 15, 1989

*Alvin*  
Mr. Carson Hoge, General Manager  
Brazos River Authority  
P. O. Box 7555  
Waco, TX 76714-7555

Dear Mr. *Carson* Hoge:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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*B. J. Wynne, III*  
B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*M. Reginald Arnold II*  
M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

Mr. Emmett Gloyna, General Manager  
Lavaca-Navidad River Authority - *wlc*  
P. O. Box 429  
Edna, TX 77957

Dear Mr. Gloyna:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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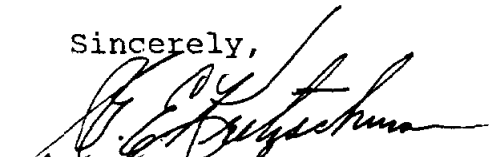
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B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,



M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner



Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

Mr. Ronald J. Glen, General Manager  
Red River Authority of Texas  
520 Hamilton Building  
Wichita Falls, TX 76301

Dear Mr. Glen:

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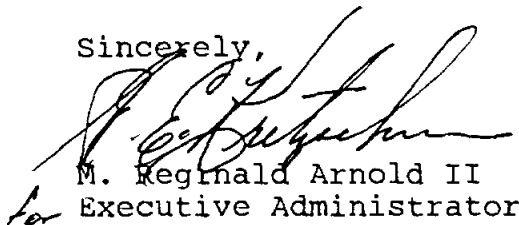
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Chairman

Texas Water Commission

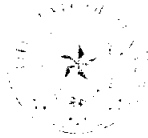
Sincerely,

  
M. Reginald Arnold II  
Executive Administrator

Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner



Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Wynne*  
Mr. Sam Collins, General Manager  
Sabine River Authority  
P. O. Box 579  
Orange, TX 77630

Dear Mr. Collins:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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*B. J. Wynne III*  
B. J. Wynne III  
Chairman

Texas Water Commission

Sincerely,

*M. Reginald Arnold II*  
M. Reginald Arnold II  
Executive Administrator

Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Almond*  
Mr. Everett Grindstaff,  
Chairman of the Board  
Upper Colorado River Authority  
P. O. Drawer 269  
Ballinger, TX 76821

Dear Mr. Grindstaff:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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Respectfully yours,

*Buck W. J.*

B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*M. Reginald Arnold II*

for  
M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Alvin*  
Mr. B. W. Burns, General Manager - *Attn: Medcalf*  
Upper Guadalupe River Authority  
P. O. Box 1278  
Kerrville, TX 78028 *512*

*896-0100 Roy Walden*

Dear Mr. Burns:

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*B. J. Wynne, III*  
B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*M. Reginald Arnold II*  
for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Wynne* Mr. John Specht, General Manager  
Guadalupe-Blanco River Authority  
P. O. Box 271  
Seguin, TX 78156-0271 512-379-5822

Dear Mr. Specht: *John*

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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Respectfully yours,

*B. J. Wynne, III*  
B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*M. Reginald Arnold II*  
M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
Paul Hopkins, Commissioner  
John O. Houchins, Commissioner

Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*1/15/89*  
Mr. Laneal Maedgen, Operations Manager  
Central Colorado River Authority  
P. O. Box 964  
Coleman, TX 76834 915/625-2838 -PA

Dear Mr. Maedgen:

The Texas Water Commission and the Texas Water Development Board are currently involved in the statewide dissemination of an environmental education packet known as the "Major Rivers" program. The Commission and the Board invite all river authorities in Texas to participate in this highly praised educational effort.

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Texas Water Commission

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for M. Reginald Arnold II  
Executive Administrator  
Texas Water Development Board

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Paul Hopkins, Commissioner  
John O. Houchins, Commissioner



Allen Beinke, Executive Director  
Michael E. Field, General Counsel  
Brenda W. Foster, Chief Clerk

February 15, 1989

*Bill*  
Mr. Con Mims, Executive Director  
Nueces River Authority  
P. O. Box 349  
Uvalde, TX 78802

Dear Mr. Mims:

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B. J. Wynne, III  
Chairman  
Texas Water Commission

Sincerely,

*M. Reginald Arnold II*

M. Reginald Arnold II  
for Executive Administrator  
Texas Water Development Board





# TEXAS WATER DEVELOPMENT BOARD

Louie Welch, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

December 29, 1988

Allen P. Beinke, Jr., Executive Director  
Texas Water Commission  
Stephen F. Austin Bldg.  
17th and Congress  
Austin, Tx. 78711

Dear Allen,

The attached memorandum outlines the education efforts in which our agencies share a common interest. Bill Colbert, Donna Darling, and Fred Niedermeyer of EDS, the consulting firm working with us on Major Rivers, met earlier this month and are currently working together to formulate a marketing approach for taking the 4th grade program statewide by next fall.

Mr. Niedermeyer will also supply some suggestions as to how the \$40,000 in state funds may be best applied to the project. He has had similar experience with the energy programs he distributes nationwide.

I thought you would want to share this information with Commissioner Wynne as he may have some ideas to include in the plan.

Sincerely,

Reg Arnold  
Executive Administrator

RA/cb  
attachment



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

## MEMORANDUM

TO: Bill Colbert, TWC

THRU: G. E. (Sonny) Kretzschmar

FROM: Donna Darling

RE: Working agreement with Educational Development Specialists and the Texas Water Commission for the sale and distribution of the "Major Rivers" water education program.

DATE: February 24, 1989

Per my February 14, 1989 conversation with Fred Niedermeyer, President of Educational Development Specialists (EDS), we concluded that an appropriate working arrangement with the Texas Water Commission and the Texas Water Development Board for the sale and distribution of "Major Rivers" would include the following:

1. Bill Colbert will be the primary contact with River Authorities desiring to purchase "Major Rivers" classroom sets for fourth grade classrooms in their service area. Mr. Colbert will inform the River Authority contact that the cost of the class sets are \$45.00 each. The TWC/TWDB will subsidize the programs purchase price at a cost of \$10.00 per class set and will be given a bulk discount of \$5.00 per class set by EDS, which will be passed along to the River Authorities. This brings the price of each class set down to \$30.00 to the River Authority as an incentive to participate.

2. Mr. Colbert, using number of classrooms figures per River Authority service area which have been provided by EDS, will tell the River Authority contact how much it would cost to fund (1) their entire service area, and (2) half their service area (about 50% of the teachers would be expected to respond to a teacher brochure mailing). The River Authority can then contact Ann Crafton or Sharian Burroughs at EDS (5505 E. Carson St., Suite 250, Lakewood, CA 90713; 213/420-6814) to determine how they want to implement the program and how many class sets they want. They can then place the order for the number of kits desired and designate the school districts that will receive the kits. They will also provide EDS with imprint information at that time.

Note: Although September 1989 has been set as the official target date for distribution of the "Major Rivers" program, Mr. Niedermeyer has informed me that 300 classroom sets are already available and could be distributed this spring. If state funds are not available for matching a spring order, he would be willing to bill the state's \$10.00 portion as funds become available, providing EDS has a signed contract with TWC/TWDB by March 30, that states EDS funds will be available no later than May 1, 1989. This would allow the River Authorities to take advantage of the \$30.00 per set cost before next fall.

3. EDS will imprint the materials with Texas Water Commission, Texas Water Development Board, and the name of the River Authority. The River Authority will be charged for imprinting and shipping. EDS will provide the River Authority with a total cost for delivery to the designated school districts. EDS or the River Authority will then mail teacher brochures to each fourth-grade teacher in the designated school district which when returned to EDS or the River Authority, will entitle them to one classroom set. (Some River Authorities may elect to implement the program in another way, eg. teacher workshops.)

4. When the order has been placed and fulfilled, EDS will bill the Texas Water Commission/Texas Water Development Board \$10.00 per kit purchased and will bill the River Authority \$30.00 plus imprinting and shipping costs per kit ordered. EDS will bill TWC/TWDB monthly for all sets ordered by River Authorities for that month.

5. In the "Major Rivers" classroom set, there is a Program Record Sheet which the teacher will return to the "Major Rivers Distribution Office" (EDS) after he/she has taught the two-week unit. A compilation of the test results and teacher reactions will be sent periodically to the sponsoring state agencies and River Authorities.

6. The student booklets and take-home leaflets in each classroom set will have to be repurchased annually. River Authorities who choose to provide classroom sets in 1989 will be contacted as to their desire to re-fund the consumable portions of the kit.

7. A request for Board approval for the transfer of \$20,000 from the Research and Planning Fund to the Texas Water Commission to be used as matching funds for the distribution of "Major Rivers" classroom sets is on the agenda for the March 16, 1989 Board meeting. Upon Board approval, the Texas Water Development Board legal staff will draft an interagency contract with the Texas Water Commission which will transfer \$20,000 from the TWDB Research and Planning Fund to a billing account that will be drawn on by Educational Development Specialists and will be administered by the Texas Water Commission.

Letters to the River Authorities along with "Major Rivers" preview kits were mailed on February 15, 1989. If you have questions or need assistance with the order process, I am available to help.

Also, the Texas Department of Health is reviewing our invitation to participate in the program and will let us know in the near future.

cc: Buck Wynne                      Jim Fries  
    Allen Bienke                     J. D. Beffort  
    Suzanne Schwartz                Fred Niedermeyer, EDS



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

February 27, 1989

David Parsons  
Sabine River Authority  
P. O. Box 487  
Quitman, Texas 75783

Dear Mr. Parsons:

Thank you for your inquiry about the TWC/TWDB co-operative education program. I have enclosed "Major Rivers" preview kit which you will see is a colorful, informative fourth-grade water education program. The program meets all of the Texas Education Agency requirements for materials to be used in the classroom, and as we discussed, is already in use in the 10-county LCRA service area. (Field testing data is available upon request.)

Should the Sabine River Authority elect to do as LCRA has done and supply the "Major Rivers" classroom sets (25 of everything) to all the fourth-grade students in your service area, you would be providing this information to 10,047 fourth-grade students in 406 classrooms (see letter attached). Kits ordered through the TWC and TWDB entitle your River Authority to a \$10 per kit match which makes your cost \$30.00 per kit for a total service area cost of \$12,180.00.

Distribution is handled by mailing an order card to each fourth-grade teacher in the Sabine River Authority service area. The teacher returns the order card to the "Major Rivers" Distribution Center, and kits are mailed as orders are received. You would be billed monthly for the number of kits distributed. As we discussed, your River Authority could choose to buy a specified number of kits which would be distributed on a first-come, first-serve basis should you not elect to do the entire service area.

All materials are imprinted with the name of the sponsoring entities. As you can see, this program provides the perfect opportunity for your River Authority to do something you have probably been talking about doing for years and to get credit for it at the same time. Distribution of the program would have an extremely high public relations value.

If you have any further questions or need help with your presentation to your Executive Committee, Bill Colbert of the TWC or I would be glad to help. Helping the next generation become water wise will benefit us all.

Sincerely,

Donna D. Darling  
Director  
Office of Public Information & Education

CC: Bill Colbert  
Fred Niedermeyer



# Texas Department of Health

Robert Bernstein, M.D., F.A.C.P.  
Commissioner

Robert A. MacLean, M.D.  
Deputy Commissioner  
Professional Services

Hermas L. Miller  
Deputy Commissioner  
Management and Administration

1100 West 49th Street  
Austin, Texas 78756-3199  
(512) 458-7111

February 27, 1989

## Members of the Board

Frank Bryant, Jr., M.D., F.A.A.F.P., Chairman  
Raleigh R. White IV, M.D., Vice-Chairman  
Sr. Marian Strohmeyer, R.N., M.P.H., Secretary  
Ron J. Anderson, M.D.  
R. Jack Ayres, Jr.  
Don L. Brewer  
Barry D. Cunningham, D.D.S.  
Larry D. Krupala  
Dennis K. McIntosh, D.V.M.  
Joe N. Pyle, P.E.  
Arthur L. Raines, M.D.  
Robert O. Robinson, M.D.  
Jose Roman, Jr., M.D.  
Isadore Roosth  
Barbara T. Slover, R.Ph.  
Oliver R. Smith, Jr., D.C.  
Max M. Stettner, D.O.  
Edward H. Zunker, O.D.

Mr. B. J. Wynne, III, Chairman  
Texas Water Commission  
P.O. Box 13087 Capitol Station  
1700 North Congress Avenue  
Austin, Texas 78711-3087

Mr. M. Reginald Arnold, II, Executive Administrator  
Texas Water Development Board  
P.O. Box 13087 Capitol Station  
1700 North Congress Avenue  
Austin, Texas 78711-3087

Dear Colleagues:


I have received your letter of January 17, 1989, requesting our participation in the Major Rivers educational program.

The Department is in full support of this effort and will be pleased to join the Texas Water Commission and Texas Water Development Board in financial assistance of \$20,000 for fiscal year 1989.

An educational effort concerning an item such as Major Rivers could provide a tremendous positive impact and greater awareness of one of the State's important drinking water resources. The Department continues to take the stand that education is the major contributing factor to the success of improved public health for the future.

A priority budget revision is being processed from the Division of Water Hygiene and as soon as the internal process is completed the financial transfer can be completed.

Sincerely,

  
Robert Bernstein, M.D., F.A.C.P.  
Commissioner of Health

cc: Mr. Bill Colbert, Director  
Office of Public Information  
Texas Water Commission



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
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Executive Administrator

Thomas M. Dunning, Member  
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TO: MEMBERS OF THE BOARD

FROM: DONNA DARLING, DIRECTOR  
OFFICE OF PUBLIC INFORMATION & EDUCATION

SUBJECT: "MAJOR RIVERS" WATER EDUCATION PROGRAM

DATE: MARCH 16, 1989

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For the past four years, the Texas Water Development Board has been working with the Texas Society of Professional Engineers in their effort to provide water information to children in the public schools until better information about water in Texas can be included in the state adopted textbooks. To that end, TWDB and TSPE have been successful in promoting the "Water and Man," K-12 water education program. However, because of the economic conditions present in Texas, TSPE has not been able to devote as much time or resources as they did previously, so the TWDB, TWC and the Texas Department of Health (TDH) have joined forces to continue the good work started by TSPE.

The TWC/TWDB oversee the Textbook Committee that is monitoring the textbook adoption process, even testifying before the TEA when appropriate. Additionally, the TWC/TWDB/TDH have set up a matching grant program to encourage the distribution of LCRA's "Major Rivers" fourth-grade water education program (see description).

The "Major Rivers" education program was funded and field tested by the Lower Colorado River Authority. Over the past four years, LCRA worked with Educational Development Specialists (EDS) to develop a "Texas generic" program at a cost to LCRA of approximately \$60,000. The program is endorsed by the Texas Education Agency and meets all the requirements for teaching the essential elements. Field tests results are extremely positive (copies available upon request). And the program is in use in the LCRA 10-county service area. LCRA has donated the development costs and licensed EDS to distribute the program statewide.

The "Major Rivers" program was selected by the TWDB after surveying water entities statewide to find the best elementary level water education program available at a reasonable cost with a minimum of teacher preparation required. We have the program, now all we need are the sponsors (see Government/Industry plan).



State agency matching funds will be used as private sector sponsors contribute funds to purchase classroom sets for their school districts. All River Authorities have received a letter (see letter) soliciting their support in their service areas. The Sabine River Authority has expressed an interest in knowing more about the program. When River Authority commitments have been determined, associations and private sector companies will be invited to participate.

Our target date for funding and distribution to 20% of the fourth-grade classrooms in Texas is September 1989. The approximate cost to accomplish this 20% goal is \$90-100,000. The state agency matching grants will provide \$10 for each \$30 contributed to the purchase of one classroom set. (see working agreement). Distribution to the state's 10,400 fourth grade classrooms should be complete within three years.

It is the overall objective of all those involved in this program to make a positive impact on the future of our state by educating the next generation as to the importance of protecting and preserving this most valuable resource.

**TEXAS WATER DEVELOPMENT BOARD**  
**Contract Initiation Form**  
**PAYABLE**

**I. Contract Initiation:** (Instructions on back)

**A. Type of Payable Contract:**

- 1.  New Contract  
 Amendment of existing contract no. \_\_\_\_\_
- 2.  Interagency  
 Consultant  
 Other (Explain) Research and Planning Fund

**B. Contract Dates:** From April 1, 1989 To August 31, 1989

**C. Party(s) Contracting with TWDB.**

Agency Texas Water Commission

**D. (1) Summary statement of work to be performed** TWC will be invoice co-ordinator with Educational Development Specialists, the licensed agent for the sale & distribution of a fourth grade water education packet.

**(2) Purpose of amendment** \_\_\_\_\_

(Attach detailed specifications and contract)

**E. Contract Funding**

	Total	FY <u>89</u>	FY _____	FY _____
<input type="checkbox"/> General Revenue	_____	_____	_____	_____
<input type="checkbox"/> Federal Funds	_____	_____	_____	_____
Fund No. _____				
Grant No. _____				
<input checked="" type="checkbox"/> Other Funds <u>483</u>	<u>\$20,000</u>	<u>\$20,000</u>	_____	_____
<b>Total Amount of Contract:</b>	<u>\$20,000</u>	<u>\$20,000</u>	_____	_____

Method of Payment interagency voucher reimbursement

Current FY Funds are included in the Operating Budget in the Professional Fees category for Organization \_\_\_\_\_. If not, attach Budget Amendment.

**F. Work Item No.(s)** 1204

**G. Date of Board/Executive Administrator Approval** March 16, 1989

**H. Division Contract Manager** Donna Darling

**I. Initiating Division Director** \_\_\_\_\_ **Date** \_\_\_\_\_

**II. Approval of Contract:** (Certification)

- A. General Counsel** [Signature] **Date** 3-27-89
- B. Director of Accounting** [Signature] **Date** 3/28/89
- C. Development Fund Manager** [Signature] **Date** 4-7-89
- D. Director of Administrative Services** [Signature] **Date** 4-17
- E. Executive Administrator** [Signature] **Date** 5-4-89

Publications Receiving Major Rivers Promo Materials

Coastal Bend Council of Governments  
Editor, State of the Region  
P. O. Box 9909  
Corpus Christi, Texas 78469

Colorado River Municipal Water District  
Editor, CRMWD Windmill  
P. O. Box 869  
Big Spring, Tx. 79721-0869

Deep East Texas Council of Governments  
Editor, DETCOG Newsletter  
274 East Lamar  
Jasper, Texas 75951

East Texas Council of Governments  
Editor, ETCOG Regional Report  
3800 Stone Road  
Kilgore, Texas 75662

Edwards Underground Water District  
Editor, The Water Level  
P. O. Box 15830  
San Antonio, Texas 78212

Guadalupe-Blanco River Authority  
Editor, GBRA Water Resources Report  
P. O. Box 271  
Seguin, Texas 78156-0271

High Plains UWCD #1  
Editor, Conservation Currents, Cross Section  
2930 Avenue Q  
Lubbock, Texas 79405

Houston Galveston Area Council  
Editor, HGAC Spectrum  
P. O. Box 22777  
Houston, Texas 77227

North Central Texas Council of Governments  
Editor, Your Region in Action  
P. O. Drawer COG  
Arlington, Texas 76005-5888

North Plains Water Conservation District  
Editor, North Plains Water News  
P. O. Box 795  
Dumas, Texas 79029

Trinity Improvement Association  
Editor, TIA Update  
P. O. Box 165085  
Irving, Texas 75016

Texas Water Report  
Bill Kidd  
P. O. Box 12368  
Austin, Texas 78711

The Texas Gazette  
Texas Department of Agriculture  
P. O. Box 12847  
Austin, Texas 78711

Guadalupe-Blanco River Authority  
Editor, Water Resources Report  
P. O. Box 271  
Seguin, Texas 78156-0271

TWPCA  
Editor, Pipeline  
P. O. Box 1179  
Wimberly, Texas 78676

Little Cypress Utility District  
Editor  
P. O. Box 630  
Hallsville, Texas 75650-0639

Harris-Galveston Coastal Subsidence District  
Editor-Subsidence Update  
1660 West Bay Area Blvd.  
Friendswood, Texas 77546

Texana Clarion  
Lavaca-Navidad River Authority  
P. O. Box 429  
Edna, Texas 77957

Trinity River Authority of Texas  
Editor, INTRA  
5300 S. Collins  
P. O. Box 60  
Arlington, Texas 76010

Texas Rural Water Association  
Editor, TRWA Magazine  
6300 La Calma, Suite 120  
Austin, Tx. 78752

North Texas Municipal Water District  
Editor, NTMWD News  
P. O. Drawer C  
Wylie, Texas 75098

Panhandle Regional Planning Commission  
Editor, Panhandle Panorama  
P. O. Box 9257  
Amarillo, Texas 79105

Sabine River Authority  
Editor, SRA Activities  
P.O. Box 579  
Orange, Texas 77631-0579

Texas Agricultural Extension Service  
Editor, Water Conservation Newsletter  
Texas A&M University  
College Station, Texas 77843

Texas Water Resources Institute  
Editor, Texas Wawater Resources  
Texas A&M University  
College Station, Tx. 77843

Water Resources Center  
Editor, WRC Newsletter  
Texas Tech University  
Lubbock, Texas 79409

Association of Water Board Directors  
Editor, AWDB Newsletter  
1617 Fannin, Suite 900  
Houston, Texas 77002

Texas Municipal League  
Editor, Town & City  
211 East 7th, Suite 1020  
Austin, Texas 78701

Texas Water Alliance  
Editor, The Texas Water Alliance  
One Congress Plaza  
111 Congress, Suite 1820  
Austin, Texas 78701

Texas Water Conservation Association  
Editor, Water News  
814 San Jacinto, Suite 206  
Austin, Texas 78701

- 
1. **Texas water information will reach classrooms.** The *Major Rivers* program teaches Texas-specific water information and objectives that are not contained in currently-adopted state textbooks.
  2. **Teachers will be receptive.** As many teachers will want and use the program as there are kits available. Associated Milk Producers Inc. (AMPI) reaches 70 to 80 percent of the 2nd and 4th grades in Texas with similar EDS-developed nutrition education kits. LCRA reaches nearly all of their school districts with the EDS-developed Energy Source Program.
  3. **Teachers will use *Major Rivers* for many years.** The above-mentioned AMPI nutrition kits have been used in Texas since 1974. Seventy percent of the *Major Rivers* teachers will request a resupply kit every year so as to reteach the program.
  4. **Students really learn about water and water conservation.** During field testing of *Major Rivers*, classes averaged near guessing levels on the program pretest and 87 percent mastery on the posttest. All Texas 4th grades will experience success with the *Major Rivers Texas Water Education Program*.
  5. **Students will develop positive attitudes.** During the *Major Rivers* field test, only 42 percent of the students said they were careful about conserving water prior to the program. After the program, 90 percent said they would now do more to save water.
  6. **Results are verifiable and measurable.** Teachers return program record sheets that contain test scores, reactions, and suggestions. Data bases can be built to substantiate teacher use and student learning.
  7. **Parents will become involved.** The home activity booklet contains a home water audit to do with the child. A recent study with the Energy Source Program found that 85 percent of the parents were aware of the program, and 70 percent of these parents said the program had influenced them to take actual energy saving measures at home.
  8. **Educational community will support program.** Dr. Barbara ten Brink, Science Specialist for the Texas Education Agency, participated on the *Major Rivers* technical advisory committee during development. Dr. ten Brink has helped the Austin ISD prepare a *Major Rivers* presentation that was given to Texas science teachers in October.
  9. **Sponsors will be recognized for leadership role.** Because *Major Rivers* is a true instructional program that teachers will really want and use, it will have much more impact and visibility than traditional informational materials. Sponsors will be listed on program materials, including the teacher guide and the home activity booklet. The sponsor's leadership in distributing the program will be recognized in many sectors.
  10. **Program will open school doors to water education.** A typical teacher reaction to the Energy Source Program is, "I enjoyed teaching this unit, and I am interested in other programs you might have (in Florida)." As teachers experience success with *Major Rivers*, they will be receptive to other water education programs and speakers offered in their communities by local water organizations.
- 

Figure 2. Benefits to sponsors participating in government and industry partnership to distribute *Major Rivers Texas Water Education Program*.

# MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM

## Program Record Sheet

Teacher Zimmern Date 5-30-89

School Anderson Mill ISD Round Rock Grade Level 4

School Mailing Address 10610 Salt Mill Hollow Austin 78750

(Materials cannot be sent to a post office box.)

After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy. Thank you.

### Test Results

Pupil



**Note:  
Students  
Increased  
Awareness!**

Pupil	Pretest Score (20 possible)	Posttest Score (20 possible)
	70	100
	70	100
	85	100
	50	90
	60	100
	45	95
	25	100
	55	100
	70	85
	25	100
	55	75
	60	100
	60	75
	50	100
	45	100
	70	100
	absent	100
	50	100
	50	80
	35	absent
	45	55

### Teacher Reactions

1. What was the attitude of most of your pupils toward the program?

very positive                      neutral  
 positive                                negative

Comments

2. Please list any comments or suggestions you have about any aspect of the program.

Video is good follow-up.

3. Do you want to teach the program again next year and have consumable pupil materials replaced?

yes                                      no

Comments

We would like to use in August to introduce Texas Unit. Can materials be delivered that early?



# MAINSTREAM

A Conservation Newsletter

## Cardwell Named Chairman

Mr. Walter W. Cardwell, III, was appointed Chairman of the Texas Water Development Board by Governor Bill Clements in January 1989. Mr. Cardwell is a partner in the law firm of Cardwell & Hart of Austin. He received his law degree from the University of Texas School of Law. He served as Chairman of the Governor's Committee on Water Resources Management in 1988.



## Water Conservation Philosophies Differ- But The Objectives Are The Same

To many public officials, the idea of water conservation brings to mind water restrictions required by short-term emergencies. However, the Texas Water Development Board is working to inform public leaders that, on the contrary, water conservation is simply a long-term program to make more water available for the economic benefit of the community, both now and in the future, by increasing the efficiency of water use. An effective conservation program will actually mean that the need to ration water is eliminated except in the most serious times.

The extent to which a community can establish water conservation programs depends on a number of factors, and some communities are able to conduct more extensive programs than others. However, based on the experiences of many cities, utilities, and water districts in Texas, it is becoming increasingly apparent that a good water conservation program does not have to be an all or nothing proposition. The range of possible water conservation activities available to a city or utility provides maximum flexibility in designing a program that best meets local needs and is implemented within the constraints of available resources.

As an example, the Galveston County Water Control and Improvement District recently instituted a water conservation education and information program and is providing water conservation tips in the District's newsletter and mailing water conservation retrofit kits to each customer. Although the District has not experienced water shortages,

## Mark Your Calendar

Plans for the 1989 Texas Xeriscape Conference are now underway. The 1989 Conference, which is the fourth annual statewide conference, will be held in the Dallas/Fort Worth area on October 5-6, 1989. The Arlington Hilton has been selected as the conference location, and area tours are being organized. The next *Mainstream* issue will provide additional conference information.

The Texas Department of Health (TDH), Texas Water Commission (TWC), and the Texas Water Development Board in cooperation with the Texas Section of the American Water Works Association will conduct a water reuse seminar on July 26-27, 1989, in Austin, Texas. The new TDH and TWC rules on reuse of treated wastewater, as well as the technologies and examples of reuse, will be discussed. If you are interested, please write to:

Conservation  
Texas Water Development Board  
P. O. Box 13231, Capitol Station  
Austin, Texas 78711-3231

## Farmers Home Administration Requires Water Conservation Plans

Beginning in October 1988, all water supply corporations and other utilities borrowing money from the Farmers Home Administration (FmHA) in Texas were required to develop water conservation and drought contingency (rationing) plans to ensure that (a) members and customers are using water efficiently during normal times and (b) adequate preparation exists for water shortages during drought periods. These plans must be approved by the FmHA and made part of the Corporation's tariff or utility's regulations prior to loan closing.

The FmHA has asked the Texas Water Development Board's water conservation staff to provide technical assistance to the FmHA loan applicants and is using the Board's water conservation guidelines as its guidelines. The Board's water conservation staff welcomes the opportunity to assist FmHA loan applicants develop water conservation and drought contingency plans and especially appreciates FmHA's participation in the statewide water conservation effort, since approximately 10 percent of Texas' citizens receive water service through systems financed by FmHA.

See "Water Conservation", p. 2



## **"Water Conservation" cont. from p. 1**

District officials wanted residents to be more aware of District operations and to encourage the involvement of customers in the District's decision making. Thus, with only limited resources committed to the program, the District has raised public awareness not only about water conservation but to the general activities of the District as well. Consequently, the District was able to enhance its public image and encourage people to think about conserving water. What started as a simple effort to encourage water conservation turned into one of the best public relations tools the District has ever undertaken.

An example of a more extensive water conservation program was implemented by the City of Lorena, Texas. Beginning in 1985, the City was faced with increasing population growth and water demands that placed a burden on its well water supply. An immediate action undertaken by the City to reduce water demand was to implement a conservation-oriented water rate structure, which helped to initially reduce water use by up to 30 percent. The reduction in use allowed the City to effectively plan for increasing its water supplies through drilling a new well and studying the possibility of obtaining surface water supplies in the future. To further aid in reducing water use, both to allow for construction of the new well and for extending the life of existing water supplies, the City implemented additional water conservation activities in 1988. The additional activities implemented as part of the City's comprehensive water conservation program included: (1) providing water conservation brochures and pamphlets directly to the public and publishing articles in the local newspaper on a regular basis, (2) amending the City's plumbing code to incorporate water conserving plumbing standards, (3) establishing a regular schedule for meter testing and repair, and (4) maintaining an accurate accounting of water produced versus water sold to aid in determining leaks in the system. In addition, the City is currently studying the possibility of reusing treated wastewater from the City's wastewater treatment plant.

On a larger scale, the City of El Paso has, out of necessity due to the lack of available water resources in the area, had an extensive

water conservation program in effect for many years. The City has implemented a wide range of water conservation programs designed to affect both (1) the demand for water from the customer side and (2) the supply of water from the utility side. The DEMAND MANAGEMENT activities conducted by the City include (1) comprehensive education and information activities involving the distribution of written material and presentations in the media, (2) plumbing code regulations requiring the use of water conserving fixtures in construction, (3) an ordinance prohibiting the waste of water, such as letting excess water flow into the street, (4) water efficient landscaping guidelines for developers, a desert landscaping manual, and contests to encourage water conservation landscaping techniques, and (5) conservation-oriented water rate structures that encourage efficient use. The SUPPLY MANAGEMENT measures implemented by the City include: (1) a comprehensive water use audit program to identify unaccounted-for water, (2) a meter testing, repair, and replacement program, (3) an aggressive water use accounting and leak detection survey and repair program, (4) lining newly constructed reservoirs with a new type of concrete and joint mechanism designed to reduce seepage, and (5) an extensive program to recycle and reuse treated effluent from the City's wastewater treatment system. The City's nationally recognized recycling and reuse programs include golf course irrigation with treated effluent, in-plant operational uses of treated effluent, use of highly treated effluent in an electrical generating station, and recharge of the City's aquifer with effluent treated to potable quality. The comprehensive approach taken by the City has not only been effective, but it has enabled the City to continue its steady growth even though its water resources have been and will continue to be extremely limited.

When evaluating the types of water conservation programs to establish, SUPPLY MANAGEMENT should be considered first because it is designed to improve efficiency and reduce waste in the production, treatment, and delivery systems. Since it can reduce water waste and increase revenue without depending on water users, SUPPLY MANAGEMENT is generally easy to implement and very cost effective. SUPPLY MANAGEMENT should be given a high degree of visibility

so that water customers see that the utility is doing all it can to solve water problems before asking or requiring water users to participate in the conservation effort. DEMAND MANAGEMENT requires that customers reduce water use in their homes and businesses, but it is very versatile and can be used to meet any water conservation goal. In most cases, SUPPLY MANAGEMENT and DEMAND MANAGEMENT should be used together so that all affected parties are involved in the water conservation effort.

As evidenced by the experiences of the three example utilities, the process of establishing a water conservation program does not need to be an all or nothing approach. The variety of measures available to a city or utility gives public officials the flexibility to conduct a program that not only addresses particular local needs, but that is feasible and will continue to be effective in the future.

## **Texas Weather Data**

Need information on recent or historic weather data in Texas? Need information about a specific site on a particular date, or is there a need for large volumes of data from several sites? The source of data for these questions may be found in one of several locations.

*Weekly Weather and Crop Bulletin* is published jointly by NOAA/USDA Joint Agricultural Weather Facility, Room 5844 USDA South Building, Washington, D.C. 20250 and costs \$35.00 for an annual subscription. The Bulletin contains current weather data for each state in the U.S. and summaries of weather data for many other countries. For Texas, there is a weekly weather data summary for 18 major cities and an agricultural condition summary. During the U.S. growing season, there are monthly reports on the Palmer Drought Index and the Moisture Stress Index (see page 5, Fall 1988 issue of *Mainstream*).

Requests for large amounts of historic weather data may be filled by Texas Natural Resource Information System (TNRIS) Precipitation, temperature, evaporation, wind movement, and other data may be available depending on the status of the weather data source (station) for the area

of interest. Data from TNRIS is made available from National Weather Service files through the Texas Water Commission. TNRIS offers a variety of free and minimal cost data services depending on the amount of data requested and the type of requestor (individual, business, state agency, local government, etc.). For more information, contact TNRIS by telephone at (512) 463-8337.

The State Climatologist Office is located at Texas A&M University. Dr. John Griffiths and his staff also offer a variety of services. A minor request for a specific date and location may be handled over the telephone. Large volumes of data are subject to charges for processing, while smaller requests may be filled free-of-charge. Two special publications are available at nominal costs, *The Climates of Texas Counties* (\$20) and *Texas Weather-A Review of 1987* (\$7.50). Please direct inquiries to:

State Climatologist Office  
 Department of Meteorology  
 Texas A&M University  
 College Station, Texas 77843-3146  
 Telephone: (409) 845-5044

## Landscaping For Water-Efficiency

At a time when personal financial resources, as well as the state's water resources, are getting scarce and more precious, efficient use of water in the landscape is an effective money-saving and water-saving strategy for Texans.

In the summer season, 40 to 60 percent of the water supplied to urban areas is used for lawn and garden watering. Water-efficient landscape design and practices can reduce landscape water use by half or more by simply using information already available to landscape professionals and easily accessible to individuals. A list of several sources of information is provided at the end of this article.

It can be a bit overwhelming to the average homeowner to consider a full-scale, complete conversion of a traditional, water-intensive landscape to a conserving, water-efficient landscape but the important point is that *it does not have to be done all at*

*once*. Like a savings account, the important thing is to get started. The homeowner can spread the time, labor, and materials investment over a several year period with minimal disruption of existing landscaping. For example, a three-year schedule is presented below.

Year 1: Begin by developing an overall plan and by watering efficiently with your existing lawn watering equipment so that obvious waste is eliminated; add deciduous trees and groundcover, which will reduce lawn area by 10 to 15 percent; and mulch all flower and shrub beds.

Year 2: Add more shade trees, groundcover, and shrubs, to reduce lawn area by an additional 10 to 15 percent; install drip irrigation in flower and shrub beds; and continue proper lawn maintenance.

Year 3: Add more groundcover and shrubs; install a deck or patio to reduce lawn area by another 10 to 15 percent; and keep up the good work.

Literally hundreds of native or adapted drought resistant, low water-using trees and plants are readily available, and they make beautiful, practical landscape staples and accent plantings. Which plants to choose depends on specific soil types and rainfall in your area. A few examples of the types of trees, shrubs, and ground covers are listed below.

TREES	SHRUBS
Afghan Pine	Cenizo
Chinese Pistache	Crape Myrtle
Live Oak	Mt. Laurel
Texas Red Oak	Youpon Holly
GROUNDCOVERS	PERENNIALS
Mondo Grass	Autumn Sage
Trailing Rosemary	Lantana
Verbena	Blue Sage
Wildflowers	Mex. Oregano
GRASSES	
Bermuda	
Buffalo	
YellowStar	

Water-efficient landscaping, commonly called Xeriscaping, involves seven landscaping principles:

- ★ Good design
- ★ Through soil preparation
- ★ Limited irrigated lawn and shrub areas
- ★ Adapted, lower water-demand plants
- ★ Effective and efficient watering methods
- ★ Mulched flower and shrub beds
- ★ Proper landscape maintenance

Water-conserving landscapes can be green, cool, inviting, and full of beautiful plants, while simultaneously requiring less intensive care and much less water than most conventional landscapes. The Texas Water Development Board has a wide selection of literature and several films and videotapes concerning water conservation at home. These include:

- How to Save Water Outside the Home
- How to Xeriscape
- Lawn Water Guide (Plastic Card)
- Drip Irrigation
- A Directory of Water Saving Plants & Trees for Texas
- A Homeowner's Guide to Water Use and Water Conservation

If you are interested in receiving a free copy of any of the publications, please write:

Conservation  
 Texas Water Development Board  
 P. O. Box 13231, Capitol Station  
 Austin, Texas 78711-3231

## Xeriscape Membership

The Texas Water Development Board has been promoting landscape water conservation through the concept of Xeriscape for several years. The Xeriscape movement began in Denver, Colorado, in the early 1980s to promote water conservation through seven "down to earth" principles. Landscape water conservation can be very effective in reducing peak summer demand. Since

*See "Xeriscape", p. 4*

**"Xeriscape" cont.  
from p. 3**

its inception in Denver, many cities, organizations, and states, including many utilities and individuals in Texas, have joined the Xeriscape effort. In response to growing popularity, a National Xeriscape Council was formed in 1986. Since then, membership has increased to over 555. Members range from individuals and students to cities, utilities, academic institutions, and professional organizations. Annual membership, which includes a monthly newsletter, costs from \$25.00 for individuals to \$100.00 for municipal, regional, or state governments and agencies. If landscape water conservation is of interest to you, you can become a member of a unique national movement by calling the National Xeriscape Council, Inc., at (512) 454-8626 or write them at 940 East Fifty-First Street, Austin, Texas 78751-2241.

## Computerized Water Education

Like nearly everything else in the world today, computers are being used to help educate school children of all ages about water. The Virginia Water Resources Research Center has a inexpensive number of IBM-PC compatible water education software programs available for public use. The programs include Water Conservation (WCON or WCONNO), Drowning Man (DROWN), Hot Water Cost (HWATER), How Much Water Do You Weigh (WEIGHT), and Water Trivia (WTRIV). For information on obtaining programs and a diskette, contact T.W. Johnson, Virginia Water Resources Research Center, 617 No. Main St., Blacksburg, VA 24060-3397 or telephone (703) 961-5624.

## Water Resources Education Update

For the last four years, the Texas Society of Professional Engineers (TSPE) has been working under contract with the Board to conduct a water resources education program in the Texas Public School

System. The TSPE, in turn, has worked with the Texas Education Agency and their 20 Regional Education Service Centers to instruct classroom teachers in the use of materials produced by Water & Man, Inc. As a result of numerous in-service workshops, more than a thousand teachers have received training in the use of these materials which have been correlated with the Texas Essential Elements for use in Science, Social Studies, History, Geography, Math, and other disciplines.

Two Texas Education Agency proclamations have required that water resources education be incorporated into the textbooks used in Texas, and the TSPE is continuing to work closely with major textbook publishers to ensure that complete and accurate information is used in textbooks. In addition, the TSPE is working with the Education Service Centers to obtain TEA approval for Advanced Academic Training credit for teachers attending the Water & Man workshops in an effort to promote wider participation of classroom teachers.

The current contract between the Board and TSPE for teacher training and work with textbook publishers expires on August 31, 1989, and a final evaluation report on the program is due in the early fall. Those interested in participating in this program should contact the Texas Society of Professional Engineers at P. O. Box 2145, Austin, Texas 78768 or telephone (512) 472-9286.

## Major Rivers

The Lower Colorado River Authority (LCRA), in cooperation with members of local water councils and educators, recently announced the creation of a water education program and the birth of water-wise comic book heroes - Major Rivers and his trusty horse Aquifer.

"Major Rivers" is a fourth-grade water education program that is teacher friendly and affordable.

Major Rivers and his horse Aquifer made their Austin debut in January, initiating the first water education program for Texas elementary school students.



Produced by the Lower Colorado River Authority in cooperation with the Texas Education Agency and Educational Development Specialists, "Major Rivers" helps students learn about the importance of water, water quality, and conservation measures. The program supplements the limited amount of "Texas water information" currently found in state-adopted textbooks.

Specifically, "Major Rivers" focuses on five learning objectives:

- the water cycle,
- water supply,
- water distribution,
- water use,
- and water conservation.

Currently, the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health are providing partial funding to help produce and distribute the classroom sets to political subdivisions interested in purchasing "Major Rivers" for the fourth-grade classrooms in their service areas. The cost to the political subdivision will be \$30.00 per classroom set, of which state agency contributions will cover one-third of the cost. Ann Crafton of Educational Development Specialists at (213) 420-6814 in Lakewood, California, can provide a cost proposal based on the number of fourth-grade classrooms in an area.

Some river authorities are planning to fund a portion of the cost for schools in their service areas (the Lower Colorado River Authority has already provided the program to all of the fourth-grade classrooms in its service area). Before placing an order, political subdivisions should check on the availability of support for this service in their area.

# Texas Irrigation Water Use Continued Decline in 1987

Texas farmers used 6.64 million acre-feet of water to irrigate 6.03 million acres of land in 1987, according to estimates recently released by the Texas Water Development Board.

The 1987 estimates show that on-farm irrigation water use has dropped since the most recent previous estimates were made. In 1985, Texas farmers used 8.26 million acre-feet of water to irrigate 6.76 million acres of land. These totals indicate just how dramatically irrigation water use has declined since 1974, which was the peak irrigation water-use year. Then, Texas farmers used 13.08 million acre-feet of water on 8.62 million acres of land. The on-farm water use values estimate the water pumped from wells or water actually applied to the fields if supplied from surface water sources. The volumes of surface water diverted from streams or reservoirs are larger than the on-farm use figures because of delivery losses. In 1987, groundwater supplied 69 percent of the on-farm irrigation water use, compared with 74 percent in 1985 and 80 percent in 1974.

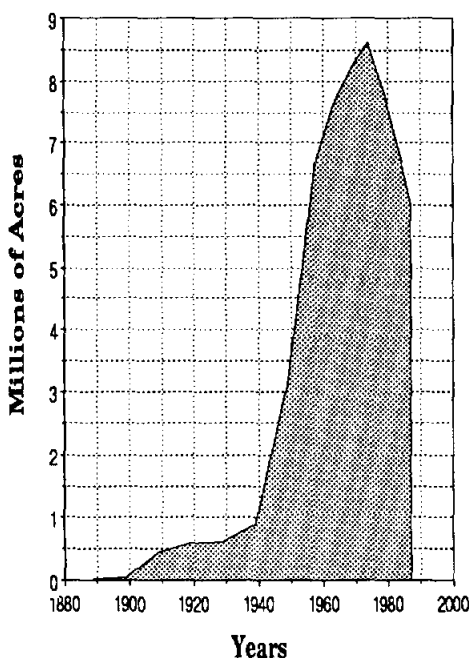
The long-term decline in irrigated acreage is the result of falling crop prices, rising energy and equipment costs for irrigation, and in some cases, a shortage of available water supplies according to agricultural experts. They attribute reductions and variations in water use per acre to new water conservation practices and, in some years, to differences in rainfall totals on cropland.

The Texas Water Development Board's irrigation water-use estimates were developed from data on irrigated acreage from the Texas Agricultural Statistics Services and from crop water use data supplied by the USDA-Soil Conservation Service. The Texas Agricultural Statistics Service conducts annual surveys by mail to develop estimates of crop acreage, production, and other statistical data. The Board's staff uses the Service's data to develop the irrigated crop acreage and total irrigated acreage data for each of the State's 254 counties.

USDA-Soil Conservation Service also cooperates with the Board and with the Texas State Soil and Water Conservation Board to conduct detailed 5-year interval irrigation surveys. For the annual estimates of irrigation water use, the SCS staff estimates the irrigation water use by individual crop type in each of the major irrigation counties, and the Board's staff develops the water use estimates for those counties not included in the SCS data. The Board has also developed estimates of irrigated acreage and on-farm irrigation water use from groundwater and surface water sources for each Texas county.

For more information, write to the Agricultural Conservation Unit, Texas Water Development Board, P. O. Box 13231, Capitol Station, Austin, Texas 78711-3231.

Texas Irrigation Development, 1889 - 1987



## A Special Request

Several Mainstream readers have shared some of their innovative and valuable water conservation literature, promotional materials, and ideas with the Board's water conservation staff. Many of you certainly have developed some of your own interesting and useful activities or ideas or have written newspaper or newsletter articles. Others have developed literature that could be used as examples to help other utilities promote more effective public education and information programs. The Texas Water Development Board would like to compile your good

ideas and works so they could be shared with others. Therefore, please send examples of your utility's literature, news articles, letters, or explanations of your activities or ideas to:

Conservation  
Texas Water Development Board  
P. O. Box 13231, Capitol Station  
Austin, Texas 78711-3231

and let the rest of Texas know what great things you are doing. *Conserve Water for the Future...Give Texas a Choice.*

## Water Conservation Literature and Material Availability and Price Update

Because of reduced printing budgets and the Legislature's requirement to recover costs for printed literature whenever practical, the Board has revised the number of free copies of conservation literature and the price for literature in excess of the free amount. The number of free copies of each title now ranges from 50 to 500 for the brochures normally distributed to homeowners. In addition, all literature produced and printed by the Board is available for sale in quantities above the free amount. The name, address, and phone number of your utility can also be printed on the brochures for an additional \$21.50 per title.

The new list, which provides title names, number of free copies, unit price for purchase in excess of free copies, and other miscellaneous publications and audio visual materials available for loan is available by writing or calling the TWDB's Municipal Conservation Unit.

## Water Education Materials List Available

A list of water education materials offered by local governments, state governments,

See "Water Ed. List", p. 6

**"Water Ed. List" cont.  
from p. 5**

water districts, associations, and other groups is available from the Texas Water Development Board.

The list was compiled from answers to a survey mailed to 135 entities promoting the distribution of water education materials suitable for use in Texas elementary or secondary schools.

The materials include school curricula approved by the Texas Education Agency, as well as speaker bureaus, workshops, seminars, field trip opportunities, dramas, pamphlets, comic books, and other items. Environmental education materials and resources are also described.

The listings are in alphabetical order, by type of water organization or institution supplying materials or programs.

To get a copy of the list, write Texas Water Development Board, Office of Public Information, P. O. Box 13231, Capitol Station, Austin, Texas 78711-3231, or telephone (512) 463-7869.

## Water Conservation Legislation

Water conservation has become a topic of legislation across the United States. At the national level, two bills, introduced very late in the 100th Congress would have drastically changed the water

industry if they had passed. Both bills were introduced by Senator Wyche Fowler, Jr. of Georgia and Congressman Chester G. Atkins of Massachusetts. The first bill, entitled the "National Water Conservation Act of 1988," would have required federal agencies to: (1) examine policies to ensure that water conservation alternatives are considered in all federal studies and funding of water supply and wastewater treatment projects and in the management of economically significant recreational reservoirs, (2) initiate and support federal research into agricultural technologies that will lessen the impact of extended dry weather and depleted aquifers on the rural economy, (3) establish a national clearinghouse through which information on water conservation and water conservation practices could be obtained, and (4) collect data on aquifer depletion and the major practices contributing to depletion.

The second bill, entitled the "National Plumbing Fixtures Efficiency Act of 1988," would have required all faucets to be 2.5 gpm flow or less, all urinals to use no more than one gallon per flush, and all toilets to use no more than 1.6 gallons per flush.

If passed, this legislation would not have allowed any fixtures that failed to meet these standards to be manufactured, imported, or sold in the United States after January 1, 1991. The bill would have also provided for maximum water use standards to be set for drinking fountains, lawn sprinklers, clothes washers, dishwashers, water-cooled air conditioning, and decorative fountains.

Both bills were introduced in October 1988 to initiate discussion. Neither bill made it out of committee because of late introduction, but the National Plumbing Fixtures Bill was re-introduced into the 101st Congress and is now under consideration. The only substantial change is the extension of the implementation date to January 1, 1992.

Many local governments have also developed their own water conservation legislation. Some of the latest local efforts focus on low flush toilets. Before the early 1980s, most toilets required five to seven gallons of water per flush. Since the early 1980s, most toilets have been modified to use under four gallons per flush, but the big change has been in "ultra-low flush" (ULF) toilets that use under 1.6 gallons per flush (six liters). Beginning in 1988, several states, cities, and local authorities incorporated the "under 1.6 gallon per flush (1.6 gpf)" standard into local codes. The State of Massachusetts and Los Angeles, California, initiated the 1.6 gpf standard in 1988, and the Delaware River Basin Commission, the State of New York, New York City, Milford, Connecticut, and the State of Rhode Island may soon join. In Texas, the Lower Colorado River Authority (LCRA), will also require all cities that purchase water from the LCRA to adopt the 1.6 gallon flush standard along with other water conservation-oriented plumbing code provisions. The *Mainstream* will keep you informed as these legislative initiatives progress.

**Texas Water Development Board**

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman,  
Glen E. Roney  
Thomas M. Dunning  
Charles W. Jenness  
Wesley E. Pittman

M. Reginald Arnold II, Executive Administrator

"Mainstream" is edited by the Texas Water Development Board's Conservation staff. They can be reached at:  
P. O. Box 13231, Capitol Station  
Austin, Texas 78711-3231  
(512) 463-7926

Bulk Rate  
U.S. Postage Paid  
Austin, Texas  
Permit No.235



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: _____ Date: _____
	Title/ Department: _____ Telephone: _____

BILL TO:	SHIP TO: (Street address please)
_____	_____
_____	_____
_____	_____

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

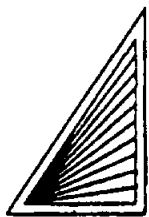
Requested     Need Information     Not Requested

## *MAJOR RIVERS*

### Texas Water Education Program

	UNIT PRICE			No. of Items Ordered	Extended Price
	List	Less Subsidy	Actual Cost		
CLASS SET	\$40	(\$10)	\$30		
STUDENT PACK	\$35	(\$5)	\$30		
	Materials Total				
	Imprinting Charge				
	Shipping Charge				
	<b>SUBTOTAL</b>				

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
 Lakewood, CA 90713-3093  
 Telephone: (213) 420-6814  
 FAX: (213) 420-1485

<b>Order Placed By:</b>	<b>Name:</b> _____	<b>Date:</b> _____
	<b>Title/Department:</b> _____	<b>Telephone:</b> _____

<b>BILL TO:</b>	<b>SHIP TO: (Street address please)</b>
_____	_____
_____	_____
_____	_____

**PURCHASE ORDER (Check one)**

Enclosed   
  To Be Sent   
  Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING (Check one)**

Requested   
  Need Information   
  Not Requested

## ***MAJOR RIVERS***

### Texas Water Education Program

	UNIT PRICE	No. of Items Ordered	Extended Price
CLASS SET	\$40		
STUDENT PACK	\$35		
	Materials Total		
	Imprinting Charge		
	Shipping Charge		
	<b>SUBTOTAL</b>		



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wesley E. Pittman, Member

April 3, 1989

Mike Bukala, Administrative Assistant  
Brazos River Authority  
P. O. Box 7555  
Waco, Texas 76714-7555

Dear Mr. Bukala:

In response to your request, I have enclosed a copy of the promotional materials that have been or will be sent to water associations across the state. I have also included the letter that was directed to Mr. Hogue earlier this year.

Our marketing strategy for the program, for which we have set a 20% of all fourth-grade classrooms in Texas by September 1989 (approximately 2000 classrooms), was to offer the public relations value of such a program first to the river authorities. The river authorities were selected in order that we might cover the largest number of classrooms at one time. Several river authorities have responded. The Sabine River Authority, for example, has reserved a portion of the state subsidy pending approval by their Board.

Following this survey of interest by the river authorities, we are moving on to the water associations, and then finally to private sector water-related industries (see plan enclosed). We hope to avoid going water district by water district.

As you can see from the promotional materials, there is a subsidy of \$10 per every \$30 spent by an eligible political subdivision. I believe that John Garland responded to this earlier information by obtaining a proposal from Ann Crafton at Educational Development Specialists, the supplier for the program. He should have a good idea of what the maximum participation level for BRA would be.

The program will also be promoted as the Texas Water Commission and Texas Water Development Board exhibit booths move about the state this spring. We anticipate a great deal of interest will be generated in the program.



Should BRA not elect to participate in the program this year, my suggestion for handling any inquiries that may be directed to your office would be to explain that your educational activities and budget have been directed more toward the "Water and Man" program. You may want to send the inquirer a copy of the enclosed promotional materials so that they can proceed independently.

We appreciate your interest in the program to date and would certainly appreciate your assistance in promoting the program either directly or indirectly.

Sincerely,

A handwritten signature in cursive script, appearing to read "Donna D. Darling".

Donna D. Darling  
Director, Office of Public Information

April 5, 1989

Major Rivers Marketing Contacts:

Deniece Ryan  
Lavaca Navidad River Authority  
P. O. Box 429  
Edna, Texas 77957  
512/782-5229

\* Needs formal proposal from Ann Crafton and order blank. Has only 3 school districts or approximately 10 classrooms to provide kit to at an approximate cost of \$500.00.

Sue Baker  
Colorado Municipal Water District  
Box 869 915/267-8245 98  
18 Big Spring, Texas 79721 16 915/332-9151  
915/267-6341 ~~331~~ 22/380 Snyder: Odessa - 22/2161

Will check with Mr. Ivie and call me back. Has \$500 in education budget to contribute to project.

Central Colorado River Authority  
915/625-2838 n/a

Franklin County Water Authority  
1-800-632-0668 (no letter, need contact)

John C. Williams  
Canadian River Municipal Water Authority  
P. O. Box 99  
Sanford, Texas 79078  
806/865-3325

\* Need specific cost proposal and order blank for supplying to schools in Hutchison, Carson, Potter, Randall, Hale, Lubbock, Lynn, Dawson, Terry and Hockley counties.

Mr. John Specht  
Guadalupe-Blanco River Authority  
P. O. Box 271  
Seguin, Tx. 78156-0271  
512/379-5822

\* Send proposal and order blank for service area.

Dan Allen, Executive Director  
Texas Water Utilities Association  
6521 Burnet Lane



Austin, Tx. 787

Invitation to Water Forum meeting on April 27th.  
Invitation to P.R. Committee meeting of TWUA-will call with date.  
(53 districts-can help spread the word, no money)

Mr. Ben O. Sims, Chairman  
Lower Concho River Water & Soil Conservation Authority  
Route 1  
Paint Rock, Tx. 76866  
915/732-4320

will call

Jim Ed Miller, General Manager  
Red Bluff Water Power Control District  
111 West Second Street  
Pecos, Tx. 79772  
915/445-2037

\* Needs specific proposal for service area.

Mr. Ronald J. Glen, General Manager  
Red River Authority of Texas  
520 Hamilton Building  
Wichita Falls, Tx. 76301  
817/723-8697

will call Donna on Friday

Mr. Everett Grindstaff  
Upper Colorado River Authority  
P. O. Drawer 269  
Ballinger, Tx. 76821  
915/365-3515

will call back

Mr. B. W. Burns, General Manager  
Upper Guadalupe River Authority  
P. O. Box 1278  
Kerrville, Texas 78028  
512/896-5445

Donna needs to call Charlie Wiedenfeld after April 11 at 512/896-0100.

Mr. Roy Douglas, General Manager  
Upper Neches River Municipal Water Authority  
P. O. Drawer Y  
Palestine, Texas 75801  
214/584-3316 n/a



Walter W. Carlisle, III, Chairman  
Stuart S. Goffman, Vice Chairman  
Gene H. Brown, Secretary

M. Reginald Arnold, II  
Executive Director

Thomas M. Darling, Director  
Channon W. Johnson, Manager  
Wendy M. O'Brien, Secretary

April 6, 1989

Mr. Roy Douglas, General Manager  
Upper Neches River Municipal Water Authority  
P. O. Drawer Y  
Palestine, Texas 75801

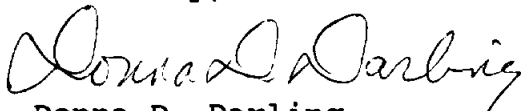
Dear Mr. Douglas:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

As you recall, you received a letter and a preview kit earlier this year. Several river authorities have responded and several are still working on their level of involvement. In order to avoid duplication of counties or school districts selected for funding, we have suggested that water associations or districts contact you before contacting the "Major Rivers" supplier.

If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,



Donna D. Darling  
Director, Office of Public Information

Encl:



TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Alan F. Boney, Member

M. Reginald Arnold II  
Member

Thomas M. Dunning, Member  
Charles W. Jensen, Member  
Walter E. Pittman, Member

April 6, 1989

Mr. O. H. Ivie, General Manager  
Colorado River Municipal Water District  
P. O. Box 869  
Big Spring, Texas 79720

Dear Mr. Ivie:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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Donna D. Darling  
Director, Office of Public Information

Encl:



Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Cliff E. Roney, Member

M. Reginald Arnold II  
Executive Director

Thomas M. Brantley, Member  
Charles W. Johnson, Member  
W. J. H. Brantley, Member

April 6, 1989

Mr. Ben O. Sims, Chairman  
Lower Concho River Water & Soil Conservation Authority  
Route 1  
Paint Rock, Texas 76866

Dear Mr. Sims:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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Sincerely,

A handwritten signature in cursive script that reads "Donna D. Darling".

Donna D. Darling  
Director, Office of Public Information

Encl:



Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Rouse, Member

N. Reginald Arnold, II  
Executive Administrator

Thomas M. Dantling, Member  
Charles W. Jennings, Member  
Wendell K. Pittman, Member

April 6, 1989

Mr. Laneal Maedgen, Operations Manager  
Central Colorado River Authority  
P. O. Box 964  
Coleman, Tx. 76834

Dear Mr. Maedgen:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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Donna D. Darling  
Director, Office of Public Information

Encl:





# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen H. Roney, Member

M. Reginald Arnold II  
Executive Director

Thomas M. Dunning, Member  
Charles W. Jarnoss, Member  
Stanley E. Pizzone, Member

April 6, 1989

Mr. Emmett Gloyna, General Manager  
Lavaca-Navidad River Authority  
P. O. Box 429  
Edna Tx. 77957

Dear Mr. Gloyna:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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Donna D. Darling  
Director, Office of Public Information

Encl:

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

W. Reginald Arnold II  
Executive Vice President

Thomas M. Darling, Member  
Charles W. Jones, Member  
Walter R. Burdette, Member

April 6, 1989

Mr. Ronald J. Glen, General Manager  
Red River Authority of Texas  
520 Hamilton Building  
Wichita Falls, Texas 76301

Dear Mr. Glen:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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Donna D. Darling  
Director, Office of Public Information

Encl:

TEXAS WATER DEVELOPMENT BOARD

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Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

Dr. Reginald Arnold II  
Executive Vice President

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wendy P. Brown, Member

April 6, 1989

Mr. David Parsons  
Sabine River Authority  
P. O. Box 579  
Orange, Texas 77630

Dear Mr. Parsons:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

As you recall, you received a letter and a preview kit earlier this year. Several river authorities have responded and several are still working on their level of involvement. In order to avoid duplication of counties or school districts selected for funding, we have suggested that water associations or districts contact you before contacting the "Major Rivers" supplier.

If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,

Donna D. Darling  
Director, Office of Public Information

Encl:



Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Haney, Member

M. Reginald Arnold II  
Chairman, Board of Directors

Thomas W. Dunning, Secretary  
Charles W. Jenness, Treasurer  
Vernon E. Hester, Member

April 6, 1989

Mr. Everett Grindstaff  
Upper Colorado River Authority  
P. O. Drawer 269  
Ballinger, Texas 76821

Dear Mr. Grindstaff:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,

A handwritten signature in cursive script that reads "Donna D. Darling".

Donna D. Darling  
Director, Office of Public Information

Encl:

Walter W. Caswell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Clay E. Ransom, Member

M. Leighton Arnold II  
Executive Administrator

Thomas M. Denning, Jr.  
Charles W. Jenness, Jr.  
Wesley E. Pittman, Jr.

April 6, 1989

Mr. Charlie Wiedenfeld  
Upper Guadalupe River Authority  
P. O. Box 1278  
Kerrville, Texas 78028

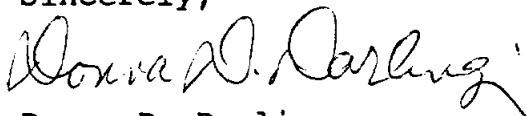
Dear Mr. Wiedenfeld:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,



Donna D. Darling  
Director, Office of Public Information

Encl:



Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Glen E. Roney, Member

M. Abegondo, Member II  
Beverly S. ...

Thomas M. Darling, Member  
Charles W. ...  
W. ...

April 6, 1989

Mr. Jack K. Ayer, General Manager  
San Jacinto River Authority  
P. O. Box 329  
Conroe, TX 77305

Dear Mr. Ayer:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,

A handwritten signature in cursive script that reads "Donna D. Darling".

Donna D. Darling  
Director, Office of Public Information

Encl:



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Curtis P. Renay, Member

M. Reginald Arnold II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Jenness, Member  
Wayne E. Dymally, Member

April 6, 1989

Mr. Con Mims, Executive Director  
Nueces River Authority  
P. O. Box 349  
Uvalde, Tx. 78802

Dear Mr. Mims:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,

A handwritten signature in cursive script that reads "Donna D. Darling".

Donna D. Darling  
Director, Office of Public Information

Encl:

Walter W. Cardwell, III, Chairman  
Steven S. Coleman, Vice Chairman  
Glen E. Bandy, Member

M. Reginald Arnold II  
Member

Thomas M. Dunning, Member  
Charles W. Johnson, Member  
Walter E. Phillips, Member

April 6, 1989

Mr. Fred N. Pfieffer, General Manager  
San Antonio River Authority  
100 East Guenther Street  
P. O. Box 9284, Guilbeau Station  
San Antonio, Tx. 78204

Dear Mr. Pfieffer:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,



Donna D. Darling  
Director, Office of Public Information

Encl:





TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Clara E. Hanes, Member

M. Reginald Arnold, II  
Executive Administrator

Thomas M. Dunning, Member  
Charles W. Dennis, Member  
Wesley E. Pittman, Member

April 6, 1989

Mr. Tommy Hebert, General Manager  
Lower Neches Valley Authority  
P. O. Box 3464  
Beaumont, Tx. 77704

Dear Mr. Hebert:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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If you do not elected to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,

Donna D. Darling  
Director, Office of Public Information

Encl:

Walter W. Cardwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Ellis B. Ransom, Member

M. Langford Arnold, II  
Member

Thomas M. Dunning, Member  
Charles W. Doyens, Member  
Walter D. Dunning, Member

April 6, 1989

Mr. John C. Williams, General Manager  
Canadian River Municipal Water Authority  
P. O. Box 99  
Sanford, TX 79078

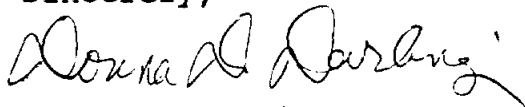
Dear Mr. Williams:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

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If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,



Donna D. Darling  
Director, Office of Public Information

Encl:



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

April 11, 1989

Ms. Deniece Ryan  
Lavaca Navidad River Authority  
P.O. Box 429  
Edna, TX 77957

Dear Deniece:

Donna Darling of the Texas Water Development Board asked me to provide you with a cost proposal for purchasing the Major Rivers program for your service area. The shipping costs are estimates and the actual costs may vary.

Enclosed you will find the cost proposal. Please feel free to call me if I can provide you with any additional information or if I can answer any questions. I will be happy to be of assistance.

Sincerely,

*Ann M Crafton*

Ann M. Crafton  
Director of Marketing

cc: Donna Darling, Texas Water Development Board



# Educational Development Specialists

SAMPLE

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

April 11, 1989

Mr. John C. Williams  
Canadian River Municipal Water Authority  
P.O. Box 99  
Sanford, TX 79078

Dear John:

Donna Darling of the Texas Water Development Board asked me to provide you with a cost proposal for purchasing the Major Rivers program for your service area. The shipping costs are estimates and the actual costs may vary.

Enclosed you will find the cost proposal. Please feel free to call me if I can provide you with any additional information or if I can answer any questions. I will be happy to be of assistance.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling, Texas Water Development Board

Note: Proposals requested as of 4/26/89 include the following:

Red Bluff Water Power Control District  
Lavaca Navidad River Authority  
Sabine River Authority  
Guadalupe-Blanco River Authority  
Canadian River Municipal Water Authority  
Trinity River Authority

Actual placement of kits as of 4/26/89 include the following:

10 counties-LCRA Service Area  
2 schools- Williamson County MUD #1 Service Area

## CANADIAN RIVER MUNICIPAL WATER AUTHORITY

This proposal outlines the specific numbers of 4th grade classrooms in 10 counties of the Canadian River Municipal Water Authority. The 10 counties represented are: Hutchison, Carson, Potter, Randall, Hale, Lubbock, Lynn, Dawson, Terry, and Hockley. The following information was comprised using the 1988 T.E.A. guide.

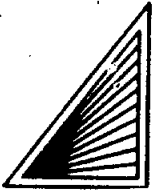
<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
Borger ISD	287	12
Sanford ISD	119	5
Plemons-Stinnett	71	3
Spring Creek ISD	1	?
Groom ISD	13	1
Panhandle ISD	68	3
White Deer ISD	40	2
Amarillo ISD	2262	91
River Road ISD	112	5
Highland Park ISD	53	2
Bushland ISD	48	2
Canyon ISD	479	20
Abernathy ISD	71	3
Cotton Center ISD	11	1
Hale Center ISD	61	3
Petersburg ISD	40	2
Plainview ISD	515	21
Lubbock ISD	2567	103
New Deal ISD	43	2
Slaton ISD	149	6
Lubbock-Cooper ISD	101	5
Frenship ISD	336	14
Roosevelt ISD	98	4
Shallowater ISD	68	3
Idalou ISD	69	3
O'Donnell ISD	38	2
Tahoka ISD	66	3
New Home ISD	13	1
Wilson ISD	18	1
Dawson ISD	16	1
Klondike ISD	20	1
Lamesa ISD	246	10
Sands ISD	15	1
Brownfield ISD	227	10
Meadow ISD	30	2

Union ISD	11	1
Wellman ISD	15	1
Anton ISd	23	1
Levelland ISD	300	12
Ropes ISD	25	1
Smyer ISD	27	2
Sundown ISD	41	2
Whitharral ISD	14	1

From this chart you can see that you will need a total of 369 Major Rivers class sets to supply the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
369 Major Rivers class sets @ \$40.00 each	\$14,760
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-3,690
Imprinting 369 class sets of 25	260
Shipping (one location)	498
Total	----- \$11,828

\* Shipping costs are estimated and may vary.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

April 11, 1989

Mr. Jim Ed Miller  
General Manager  
Red Bluff Water Power Control District  
111 West Second Street  
Pecos, TX 79772

Dear Jim:

Donna Darling of the Texas Water Development Board asked me to provide you with a cost proposal for purchasing the Major Rivers program for your service area. The shipping costs are estimates and the actual costs may vary.

Enclosed you will find the cost proposal. Please feel free to call me if I can provide you with any additional information or if I can answer any questions. I will be happy to be of assistance.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling, Texas Water Development Board

## RED BLUFF WATER POWER CONTROL DISTRICT

Red Bluff Water Power Control District is comprised of 4 counties and 8 school districts. The following information was comprised using the 1988 T.E.A. guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
Loving County	no info available	0
Pecos-Barstow-	277	12
Balmorhea ISD	18	1
Monahans-Wickett ISD	196	8
Grandfalls-Royalty ISD	18	1
W. Tex Childrens Home	0	0
Buena Vista ISD	13	1
Ft. Stockton ISD	228	10
Iraan-Sheffield ISD	46	2

From this chart we can see that you will need a total of 35 Major Rivers class sets to supply the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
35 Major Rivers class sets @ \$40.00 each	\$1,400
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-350
Imprinting 35 class sets of 25	80
Shipping (one location)	47
Total	\$1,177

\* Shipping costs are estimated and may vary.





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

April 11, 1989

Mr. David Parsons  
Sabine River Authority  
P.O. Box 487  
Quitman, TX 75783

Dear David:

Enclosed you will find the cost proposal for purchasing the Major Rivers program for the 341 classrooms in your service area. The shipping costs are estimated and could vary.

Please call me if I can answer any questions or if I can provide you with any additional information.

Sincerely,

Ann M. Crafton  
Director of Marketing

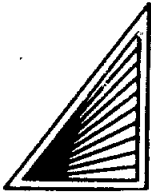
cc: Donna Darling, Texas Water Development Board

## **SABINE RIVER AUTHORITY**

This proposal is based upon providing the Major Rivers water conservation program to 341 fourth grade classrooms in your service area..

<u>ITEMS</u>	<u>COSTS</u>
341 Major Rivers Class Sets @ \$40.00 each	\$13,640
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-3,410
Imprinting 341 Class sets of 25	240
Shipping (one location)	460
Total	<u>\$10,930.</u>

- \* Shipping costs are estimated and may vary



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

April 11, 1989

Mr. John Specht  
Guadalupe-Blanco River Authority  
P.O. Box 271  
Seguin, TX 78156-0271

Dear John:

Donna Darling of the Texas Water Development Board asked me to provide you with a cost proposal for purchasing the Major Rivers program for your service area. The shipping costs are estimates and the actual costs may vary.

Enclosed you will find the cost proposal. Please feel free to call me if I can provide you with any additional information or if I can answer any questions. I will be happy to be of assistance.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling, Texas Water Development Board

## GUADALUPE-BLANCO RIVER AUTHORITY

Guadalupe-Blanco River Authority is comprised of 10 counties and 32 school districts. The following information was comprised using the 1988 T.E.A. guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
Boerne ISD	160	7
Comfort ISD	67	3
New Braunfels ISD	353	15
Comal ISD	407	17
San Marcos ISD	419	17
Dripping Springs ISD	97	4
Wimberley ISD	67	3
Hays Cons ISD	296	12
Lockhart ISD	241	10
Luling ISD	117	5
Prairie Lea ISD	15	1
Seguin ISD	529	22
Schertz-Cibolo ISD	279	12
Navaro ISD	41	2
Marion ISD	60	3
Gonzales ISD	224	9
Nixon-Smilely ISD	60	3
Waelder ISD	14	1
Cuero ISD	127	6
Nordheim ISD	13	1
Yoakum ISD	117	5
Yorktown ISD	53	3
Westhoff ISD	7	1
Meyersville ISD	14	1
Bloomington ISD	61	3
Victoria ISD	1123	45
McFaddin ISD	3	1
Nursery ISD	13	1
Calhoun ISD	367	15
Austwell-Tivoli ISD	20	1
Woodsboro ISD	56	3
Refugio ISD	69	3

From this chart we can see that you will need a total of 234 Major Rivers class sets to supply the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
234 Major Rivers class sets @ \$40.00 each	\$9,360
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-2,340
Imprinting 234 class sets of 25	180
Shipping (one location)	315
Total	----- \$7,515

\* Shipping costs are estimated and may vary.



# SABINE RIVER AUTHORITY

of Texas

A GOVERNMENTAL AGENCY  
OF THE

State of Texas

409-746-2192  
FAX # 409-746-3780

P. O. BOX 579  
ORANGE, TEXAS  
77630

April 14, 1989

Ms. Donna D. Darling  
Director/Office of Public  
Information & Education  
Texas Water Development Board  
P. O. Box 13231  
Capitol Station  
Austin, Texas 78711-3231

RE: "Major Rivers" Water Education Program

Dear Ms. Darling:

As you are aware through your recent contacts with Mr. David Parsons at our Lake Fork Division, the Sabine River Authority (SRA) is planning to furnish the above referenced program to all of the fourth grade classrooms in the Sabine River Basin during the 1989-90 school year. The SRA's Board of Directors will consider my recommendation for implementation of this program at its semi-annual meeting scheduled for July 28, 1989.

We appreciate the opportunity to work with you through the TWC/TWDB cooperative education program and hereby request that a portion of the available 25% matching funds for the "Major Rivers" program sufficient to cover the 341 fourth-grade classrooms in our basin be set aside for use in September or October of 1989.

Your assistance and cooperation in this matter is sincerely appreciated.

Sincerely,

A handwritten signature in cursive script that reads "Sam F. Collins".

Sam F. Collins  
Executive Vice President  
and General Manager

SFC:AG:gnk

4/5/89

The sales staff is in action....need follow-up proposals to entities indicated on follow-up call sheet.

Please complete the order form making the changes you suggested. The three agencies agreed to subsidize any classroom sets at \$5.00 per set so the cost to an entity will be \$30.00 no matter what they order.

I will mail the ad to my newsletter network today and we have been invited to appear at several meetings later this month..we're rolling now!

*Aloma*



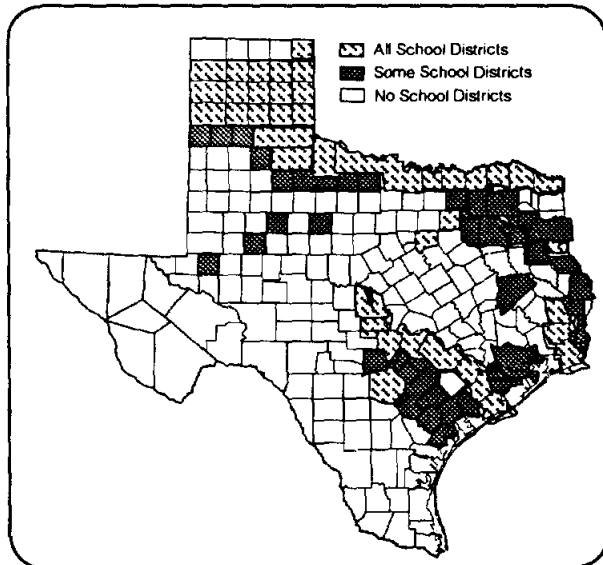
## MAJOR RIVERS KEEPS ON ROLLIN' ACROSS TEXAS

By the end of the 1989-90 school year, more than 50,000 Texas fourth graders will have met "Major Rivers." The "Major Rivers" Texas-specific water education program keeps on rolling across Texas as more and more river authorities, municipal utility districts, water districts, soil and water conservation districts and cities dedicate their education budgets to the effort. Two state agencies, the Texas Water Commission and the Texas Water Development Board, are also subsidizing the program.

"Major Rivers" is a colorful, cartoon-filled, two-week water education unit that includes a video, student booklet, teacher's guide, poster, and home leaflet. Originally conceived by the Lower Colorado River Authority and produced by Education Development Specialists, the "Major Rivers" kit has become the state's answer to giving elementary school students access to information about water in Texas that is not available in current state-adopted textbooks.

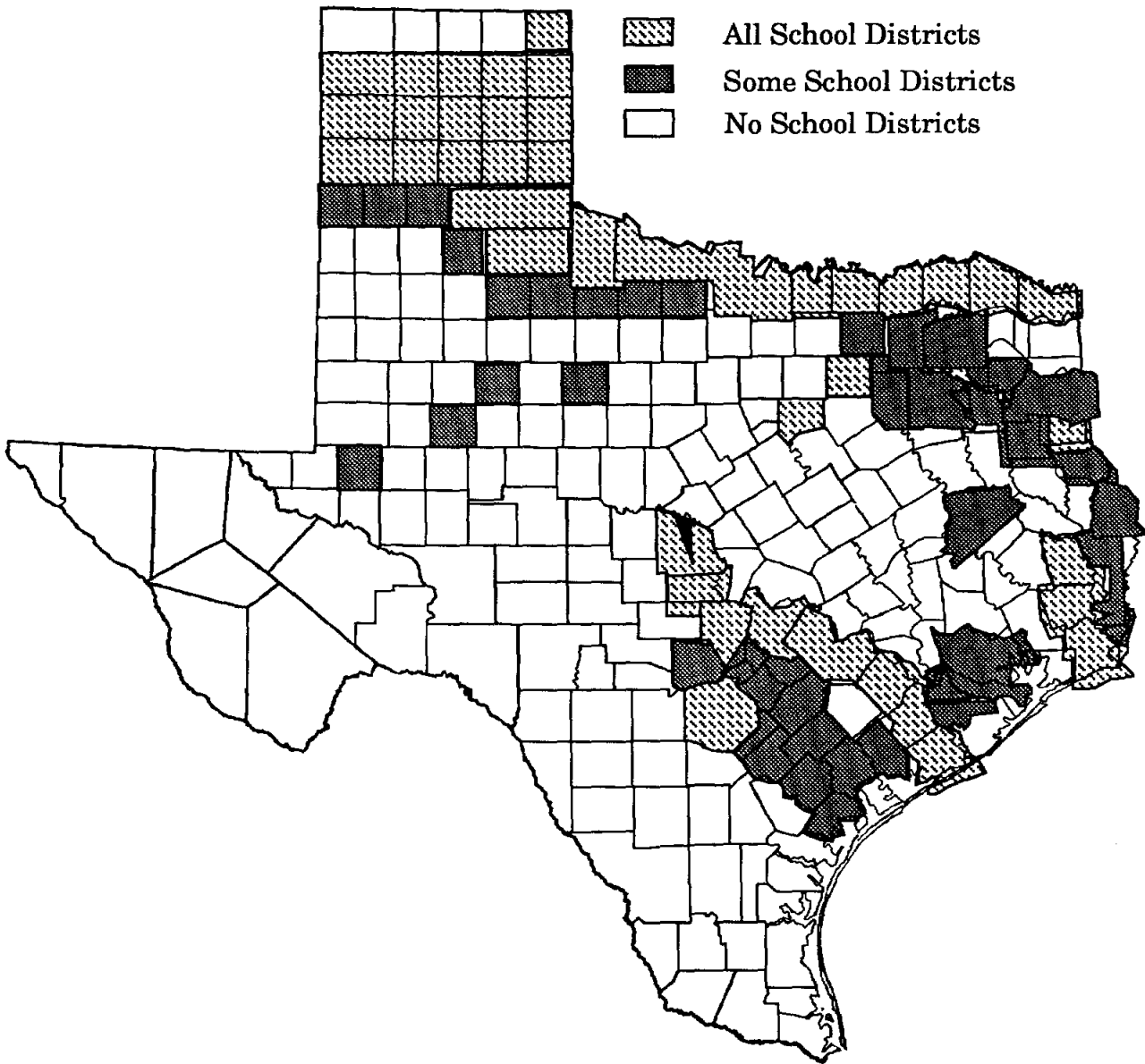
Information on the "Major Rivers" program is available by writing the Major Rivers Distribution Center, 5505 East Carson Street, Suite 250, Lakewood, California 90713-3093.

This map indicates those counties with school districts that have used or will be using *Major Rivers* this school year. While introducing *Major Rivers* to some 50,000 of the state's fourth graders this first year is a real accomplishment, there are still 200,000 fourth graders who did not get to meet *Major Rivers*. Water entities interested in sponsoring the water education program in their area should contact the *Major Rivers Distribution Center* at (213) 420-6814.





# Major Rivers Project



## **SPONSORS OF THE "MAJOR RIVERS" PROGRAM**

Anderson Mill M.U.D.  
Lavaca-Navidad River Authority  
Soil Conservation Services  
Red River Authority of Texas  
Guadalupe-Blanco River Authority  
Johnson County Fresh Water  
Bridgestone M.U.D.  
Harris County M.U.D. #33  
Dallas County W.C.I.D. #6  
Sabine River Authority  
Tara Plantation M.U.D.  
Dallas County Park Cities M.U.D.  
Jones County 4-H  
City of San Antonio  
San Antonio City Water Board  
San Antonio River Authority  
Bexar Metropolitan Water District  
City of Stephenville  
Middle Concho Soil & Water  
Harris County Utility District #5  
Cypresswood Utility District  
Bilma Public Utility District  
Brookesmith Water  
Wells Branch M.U.D.  
Colorado River M.W.D.  
Lower Neches Valley Authority  
Upper Guadalupe River Authority

## Major Rivers in Texas

Visual (suggestions only)

Major Rivers on Aquifer--  
touching hat.

Someone in a house  
turning water on

Some old photos of  
buckets in the river  
and old wells

Water well

River

Map showing LCRA  
10-county water district

### Audio

Howdy! I am Major Rivers and this is my horse, Aquifer. We've been traveling around Texas for many years, and we've seen a lot of changes. But one thing that will never change is our need for good, clean water!

Now, you're probably saying that getting water is easy. All you got to do is turn on the tap and out comes the water.

Well, just hold on there a minute. That water doesn't get to your tap by magic, you know. No sir. It takes a lot of hard work and costs a deal of money to get that water to you.

It used to be that people got their water right out of the river. They'd just put their buckets in and haul out the water they needed. Or if they didn't happen to live by a river, they'd dig a well and use water that was stored up underground. Well, as you might imagine, it really wasn't too convenient.

In Texas, we still get our water from rivers and from groundwater. In fact, more than half of the water we use comes from underground water basins, called aquifers, like my horse here; and the rest of our water, nearly half, comes from surface water, you know water on top of the ground, like rivers, lakes, and streams. But we don't exactly have to do the gettin' of the water ourselves anymore. Water companies and river authorities now do that for us.

Okay, let's see just how these water companies get the water from there to here, so to speak. Where you live, somewhere in Central Texas, the Lower Colorado River Authority, better known as LCRA, along with a water agency right in your town, are faced with the task of getting you the water you need. And mind you, it's quite a task!

Map of Texas highlighting the Colorado River.

Flood scenes

Most of the water in this area comes from the Colorado River. And what a river it is!

It used to be that some years, when it rained a lot, the river provided all the water anyone could want. Actually, it provided more water than anyone could want! Houses floated away, crops were drowned, and people and animals were even killed as the river spilled over its banks and flooded the land.

Drought scenes

Other years, when very little rain fell to the ground, the Colorado River would dry up to a trickle. No one had enough water then.

Split screen - flood/drought  
of  
Major Rivers

So, the river could be like a bucking bronco or like an old horse out to pasture. Neither did us much good.

Dam with floodgates

LCRA decided to change that. They built 6 dams on the river in Burnet, Llano, and Travis counties to hold the water back. That way they could control how much water flowed down the river toward the Gulf of Mexico. That put an end to the floods.

Lake behind a dam

Damming up the river like that meant lakes were formed. Turns out, these lakes, called reservoirs, are very useful. They actually store water, rather than just letting it run down the river into the gulf. So even in the driest years, drought years they're called, we have enough water.

Recreation on a  
Highland lake

These reservoirs, known in these parts as the Highland Lakes, also provide us with lots of fun. Aquifer and I have spent many a lazy, hot summer day fishing, sailing, or just dangling our toes into one of these lakes!

Hydroelectric plant

LCRA can use this stored-up water for another purpose, too. When they open the gates, the water rushes out, turning big turbine-generators that produce electricity. So the dams not only make sure we have enough water but enough electricity too!

## Major Rivers

Having the water in the reservoirs and in the aquifers isn't the same as having the water in your house though. LCRA and local water agencies still have to get the water to you. Before they do though, they make sure the water is clean and safe to drink.

## Irrigation on rice fields

Water that's used to irrigate crops, like the water for the rice fields in Colorado, Wharton, and Matagorda Counties, can go directly from the river and the aquifers to the farms.

## Treatment Plant

But the water we drink, cook with, and bathe in first gets cleaned. It is sent from the river and reservoirs to treatment plants, where any dirt that might have gotten in is taken out. And chlorine or another such chemical is put in to make sure germs stay out.

## Pipeline network

All this water gets where it's going through a maze of pipelines. Sometimes the water travels miles and miles through pipes before it rushes out when you turn the faucet on.

## Water going down a drain

But then where does the water go? Well, in some places, mainly in rural areas, wastewater goes down under the ground into what's called a septic tank. From there it slowly seeps back into the ground.

## Wastewater plant

In other areas, though, the used water goes -- yep, you guessed it -- back into pipes where it travels to a wastewater plant. Here, the water is cleaned and then pumped back into the river or into an aquifer. And then the whole process starts over again!

## Major Rivers

The reservoirs, the aquifers, the treatment plants, the pipelines, the wastewater plants -- it takes all these to make sure we have enough water to raise crops, water animals, fight fires, cook food, wash clothes, take showers ...

And you know, here in Texas, more and more people are needing water every year, but there's not more and more water available every year. That means we all need to use water wisely.

Someone brushing  
teeth -- water  
turned off

Someone taking a  
shower

Various water  
use scenes

Major River with  
glass of water

How do you do that, you say. Well, partner, it's easy. Use only as much water as you really need. For example, don't let the water keep running down the drain while you're brushing your teeth. Turn the water off while you're brushing; then turn it back on.

When you need to take a shower, make it a quick one. You'll get just as clean in 5 minutes as you will in 15.

Each one of us uses thousands and thousands of gallons of water a year, so any way you can conserve water, not waste it, will help make sure that all of us in Texas have plenty of good clean water now and in the future.

Aquifer and I certainly appreciate you using only the water you really need. So long now.

Walter W. Carlwell, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Clara E. Hanson, Secretary

M. Donald Arnold, III  
Executive Director

Thomas W. Linn, Jr.  
Charles W. Johnson, Jr.  
John B. Miller, III

April 6, 1989

Mr. Danny F. Vance, General Manager  
Trinity River Authority  
P. O. Box 60  
Arlington, TX 76010

Dear Mr. Vance:

For your information, we have attached the "Major Rivers" promotional materials that will be used as the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health, move into phase II of their marketing plan to put the "Major Rivers" program into 20% of the fourth-grade classrooms in Texas by fall 1989. Phase II will include soliciting the support of water associations and districts.

As you recall, you received a letter and a preview kit earlier this year. Several river authorities have responded and several are still working on their level of involvement. In order to avoid duplication of counties or school districts selected for funding, we have suggested that water associations or districts contact you before contacting the "Major Rivers" supplier.

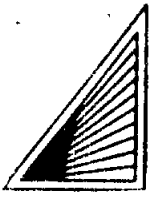
If you do not elect to participate directly in the "Major Rivers" program this year, we would appreciate your assisting in our marketing effort by referring callers to Educational Development Specialists at 213/420-6814.

Sincerely,



Donna D. Darling  
Director, Office of Public Information

Encl:



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

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April 25, 1989

Mr. John Jadrosich  
Public Information Officer  
Trinity River Authority  
5300 S. Collins  
Arlington, TX 76004

Dear John:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

I am also sending another Major Rivers preview kit as you requested. Please keep in mind that the preview kit is a sample and contains one of everything. The actual class set contains 25 sets of student material.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Trinity River Authority.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)



## TRINITY RIVER AUTHORITY

This proposal outlines the specific numbers of 4th grade classrooms in 17 counties of the Trinity River Authority. The 17 counties represented are: Tarrant, Dallas, Kaufman, Ellis, Navarro, Henderson, Freestone, Anderson, Leon, Madison, Walker, San Jacinto, Liberty, Chambers, Polk, Trinity, and Houston. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
------------------------	---------------------------	-----------------------------

### TARRANT COUNTY

Arlington ISD	3259	131
Birdville ISD	1296	52
Everman ISD	267	11
Fort Worth ISD	5256	211
Grapevine-Colleyville	531	22
Keller ISD	544	22
Mansfield ISD	517	21
Masonic Home ISD	10	1
Lake Worth ISD	131	6
Crowley ISD	377	16
Kennedale ISD	127	6
Azle ISD	404	17
Hurst-Euless-Bedford	1396	56
Castleberry ISD	206	9
Eagle Mt. Saginaw	371	15
Carroll ISD	132	6
White Settlement	308	13

<b>SUBTOTAL.....</b>	<b>615</b>
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### DALLAS COUNTY

Carrollton-Farmers	1219	49
Cedar Hill ISD	312	13
Dallas ISD	10948	438
DeSoto ISD	416	17
Duncanville ISD	736	30
Garland ISD	2752	111
Grand Prairie ISD	1308	53
Highland Park ISD	335	14
Irving ISD	1663	67
Lancaster ISD	320	13
Mesquite ISD	1908	77
Richardson ISD	2385	96

Sunnyvale ISD	25	1
Wilmer-Hutchins ISD	283	12
Coppell ISD	170	7
<b>SUBTOTAL.....</b>		<b>998</b>

**KAUFMAN COUNTY**

Crandall ISD	86	4
Forney ISD	121	5
Kaufman ISD	175	7
Kemp ISD	98	4
Mabank ISD	188	8
Terrell ISD	294	12
Scurry-Rosser ISD	65	3
<b>SUBTOTAL.....</b>		<b>43</b>

**ELLIS COUNTY**

Avalon ISD	17	1
Ennis ISD	332	14
Ferris ISD	97	4
Italy ISD	37	2
Midlothian ISD	225	9
Milford ISD	18	1
Palmer ISD	64	3
Red Oak ISD	238	10
Waxahachie ISD	372	15
Maypearl ISD	40	2
<b>SUBTOTAL.....</b>		<b>61</b>

**NAVARRO COUNTY**

Blooming Grove ISD	47	2
Corsicana ISD	351	15
Dawson ISD	24	1
Frost ISD	29	2
Kerens ISD	49	2
Mildred ISD	24	1
Rice ISD	20	1
<b>SUBTOTAL.....</b>		<b>24</b>

**HENDERSON COUNTY**

Athens ISD	282	12
Brownsboro ISD	139	6

Cross Roads ISD	45	2
Eustace ISD	79	4
Malakoff ISD	82	4
Trinidad ISD	17	1
Murchison ISD	20	1
La Poynor ISD	36	2

**SUBTOTAL..... 32**

**FREESTONE COUNTY**

Fairfield ISD	148	6
Teague ISD	90	4
Wortham ISD	39	2
Dew ISD	11	1

**SUBTOTAL..... 13**

**ANDERSON COUNTY**

Cayuga ISD	26	2
Elkhart ISD	70	3
Frankston ISD	55	3
Neches ISD	14	1
Palestine ISD	334	14
Westwood ISD	131	6
Slocum ISD	21	1

**SUBTOTAL..... 30**

**LEON COUNTY**

Buffalo ISD	69	3
Centerville ISD	37	2
Normangee ISD	32	2
Oakwood ISD	28	2
Leon ISD	52	3

**SUBTOTAL..... 12**

**MADISON COUNTY**

Madisonville CISD	141	6
North Zulch ISD	14	1

**SUBTOTAL..... 7**

**WALKER COUNTY**

New Waverly ISD	54	3
Huntsville ISD	510	21
<b>SUBTOTAL.....</b>		<b>24</b>

**SAN JACINTO COUNTY**

Coldspring-Oakhurst ISD	154	7
Shepherd ISD	95	4
<b>SUBTOTAL.....</b>		<b>11</b>

**LIBERTY COUNTY**

Cleveland ISD	223	9
Dayton ISD	246	10
Devers ISD	12	1
Hardin ISD	89	4
Hull-Daisetta ISD	77	4
Liberty ISD	187	8
Tarkington ISD	117	5
<b>SUBTOTAL.....</b>		<b>41</b>

**CHAMBERS COUNTY**

Anahuac ISD	118	5
Barbers Hill ISD	123	5
East Chambers ISD	74	3
<b>SUBTOTAL...</b>		<b>13</b>

**POLK COUNTY**

Big Sandy ISD	36	2
Goodrich ISD	17	1
Corrigan-Camden	97	4
Leggett ISD	22	1
Livingston ISD	203	9
Onalaska ISD	46	2
<b>SUBTOTAL.....</b>		<b>19</b>

**TRINITY COUNTY**

Groveton ISD	58	3
Trinity ISD	87	4
Centerville ISD	11	1
Apple Springs ISD	10	1

**SUBTOTAL..... 9**

**HOUSTON COUNTY**

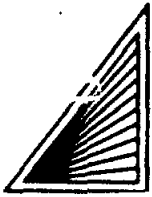
Crockett ISD	176	8
Grapeland ISD	69	3
Lovelady ISD	44	2
Latexo ISD	38	2
Kennard ISD	32	2

**SUBTOTAL..... 17**

From this chart you can see that you will need a total of 1968 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
1968 Major Rivers class sets @ \$40.00 each	\$78,720
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-19,680
Imprinting 1968 class sets of 25	1,060
Shipping (one location)	2,361
Total	----- \$62,461

\* Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

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May 19, 1989

Mr. Gary Keil  
TARRANT COUNTY WATER CONTROL  
6506 Wells-Burnett Road  
Forth Worth, TX 76135

Dear Gary:

Thank you for your interest in "Major Rivers," the Texas Water Conservation Program.

Enclosed you will find a "Major Rivers" preview kit, a cost proposal for all 17 independent school districts within Tarrant County's service area, and an order form. The preview kit contains a sample of all the "Major Rivers" materials. However, the actual class sets, when purchased, will contain 25 sets of all student materials.

Please feel free to call me if I can answer any questions or can be of service. I look forward to hearing from you.

Sincerely,

Ann M. Crafton  
Director of Marketing

AMC:gk  
Enclosures

cc: Donna Darling, TWDB

## TARRANT COUNTY WATER CONTROL

This proposal outlines the specific numbers of 4th grade classrooms in 17 Independent School Districts in the Tarrant County Water Control service area. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
<b>TARRANT COUNTY</b>		
Arlington ISD	3259	131
Birdville ISD	1296	52
Everman ISD	267	11
Fort Worth ISD	5256	211
Grapevine-Colleyville	531	22
Keller ISD	544	22
Mansfield ISD	517	21
Masonic Home ISD	10	1
Lake Worth ISD	131	6
Crowley ISD	377	16
Kennedale ISD	127	6
Azle ISD	404	17
Hurst-Euless-Bedford	1396	56
Castleberry ISD	206	9
Eagle Mt. Saginaw	371	15
Carroll ISD	132	6
White Settlement	308	13
<b>TOTAL.....</b>		<b>615</b>

From this chart you can see that you will need a total of 615 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
615 Major Rivers class sets @ \$40.00 each	\$24,600
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-6,150
Imprinting 615 class sets of 25	380
Shipping (one location)	738
Total	----- \$19,568

\* Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

June 1, 1989

Ms. Cheryl Taylor-West  
CITY OF ARLINGTON  
101 W. Abram  
Arlington, TX 76010

Dear Cheryl:

Enclosed is the Major Rivers preview kit that you requested.

This morning you asked me how the state subsidy works. Let me briefly review what we talked about.

1. The TWDB, TWC, and TDH have pooled funds to assist river authorities, in the form of a subsidy, to provide the Major Rivers program to fourth graders in their various service areas.
2. The City of Arlington is part of the Trinity River Authority. The Trinity River Authority has been offered the option of a subsidy by the state entities and has requested a cost proposal from EDS. To the best of my knowledge, Trinity is still reviewing their options and level of interest.
3. If you want more information about what your river authority's interest level is, or if you want to participate in the Major Rivers program, I suggest that you contact Mr. John Jadrosich, Public Information Officer of Trinity River Authority.
4. If Mr. Jadrosich is unable to help you at this time, you may wish to arrange your own subsidy by contacting either Mr. Bill Colbert of Texas Water Commission or Ms. Donna Darling of Texas Water Development Board.

Please feel free to call me if I can answer any further questions.

Sincerely,

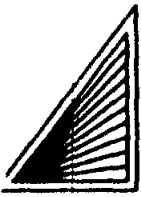
*Ann*

Ann M. Crafton  
Director of Marketing

AMC:gk  
Enclosure

cc: Donna Darling, TWDB





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Danny Vance  
General Manager  
Trinity River Authority  
P.O. Box 60  
Arlington, TX 76010

Dear Danny:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

As you are aware, Wanda McMurray with LCRA distributed Major Rivers throughout her service area last school year. Wanda has shared with us the teacher comments that she received and I am passing them along to you. We are very pleased with the positive response to the program, as I'm sure you will be too.

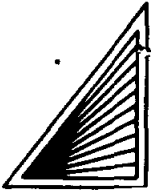
Please feel free to call me if I can be of assistance. I look forward to hearing from you.

Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

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April 26, 1989

Donna D. Darling  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231  
Austin, TX 78711-3231

Dear Donna:

Here is a revision of the Major Rivers video script. This version is Texas-wide, whereas the original video only addresses LCRA's 10-county service area.

Let me know soon if you have any comments or suggestions. Then we'll work with LCRA to produce the statewide version of the video.

Thanks, Donna.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk  
Enclosure

cc: Wanda McMurray, LCRA  
Ann Crafton, EDS

## MAJOR RIVERS IN TEXAS

### Visual (*suggestions only*)

Major Rivers on Aquifer—touching hat

Someone in a house turning water on

Some old photos of buckets in the river and old wells

Water well

River

Map showing river authorities throughout Texas

### Audio

Howdy! I am Major Rivers and this is my horse, Aquifer. We've been traveling around Texas for many years, and we've seen a lot of changes. But one thing that will never change is our need for good, clean water!

Now, you're probably saying that getting water is easy. All you got to do is turn on the tap and out comes the water.

Well, just hold on there a minute. That water doesn't get to your tap by magic, you know. No sir. It takes a lot of hard work and costs a great deal of money to get that water to you.

It used to be that people got their water right out of the river. They'd just put their buckets in and haul out the water they needed. Or if they didn't happen to live by a river, they'd dig a well and use water that was stored up underground. Well, as you might imagine, it really wasn't too convenient.

In Texas, we still get our water from rivers and from groundwater. In fact, more than half of the water we use comes from underground water basins, called **aquifers**, like my horse here;

and the rest of our water, nearly half, comes from surface water—you know, water on top of the ground, like rivers, lakes, and streams. But we don't exactly have to do the gettin' of the water ourselves anymore. Water companies and river authorities now do that for us.

Okay, let's see just how these water companies get the water from there to here, so to speak. Where you live, it's likely that a river authority, along with a water agency right in your town, are faced with the task of getting you the water you need. And mind you it's quite a task!

Map showing aquifers throughout Texas

All over Texas, there are underground areas of gravel, or sand, or rocks that water seeps right into—you know, the aquifers.

Process of drilling a well

To get that water out of the ground so we can use it, water companies have to drill holes down to where the water is. Then the water has to be pumped up out of the ground.

Map of Texas showing the major rivers

We're also fortunate in Texas to have a lot of big rivers, famous rivers too, like the Rio Grande, the Pecos, the Colorado, and the Red. Generally, these (ahem) **major rivers** start in the northwest part of the state, run southeast across the state, and empty into the Gulf of Mexico.

Flood scenes

It used to be that some years, when it rained a lot, the rivers provided all the water anyone could want. Actually, they sometimes provided **more** water than anyone could want! Houses floated away, crops were drowned, and people and animals were even killed as the river spilled over its banks and flooded the land.

Drought scenes

Other years, when very little rain fell to the ground, some of the rivers would dry up to a trickle. No one had enough water then.

Split screen—flood/drought

So, the rivers could be like bucking broncos or like old horses out to pasture. Neither did us much good.

Dam with floodgates

Texans decided to change that. They built dams on many of the rivers to hold the water back. That way they could control how much water flowed down the rivers toward the Gulf of Mexico. That put an end to the floods.

Lake behind a dam

Damming up the rivers like that meant lakes were formed. Turns out, these lakes, called reservoirs, are very useful. They actually store water, rather than just letting it run down the river into the Gulf. So even in the driest years, *drought* years they're called, we have enough water.

Recreation on a lake

These reservoirs also provide us Texans with lots of fun. Aquifer and I have spent many a lazy, hot summer day fishing, sailing, or just dangling our toes into a Texas lake or reservoir.

Hydroelectric plant

River authorities can use this stored-up water for another purpose, too. When they open the gates, the water rushes out, turning big turbine-generators that produce electricity. So the dams not only make sure we have enough water but enough electricity too!

Major Rivers

Having the water in the reservoirs and in the aquifers isn't the same as having the water in your house though. River authorities and local water agencies still have to get the water to you. Before they do, though, they make sure the water is clean and safe to drink.

Irrigation on rice fields

Water that's used to irrigate crops, like cotton or rice, can go directly from the rivers and the aquifers to the farms.

Treatment plant

But the water we drink, cook with, and bathe in first gets cleaned. It is sent from the river, the reservoirs, and the aquifers to treatment plants, where any dirt that might have gotten in is taken out. And chlorine or another such chemical is put in to make sure germs stay out.

Pipeline network

All this water gets where it's going through a maze of pipelines. Sometimes the water travels miles and miles through pipes before it rushes out when you turn the faucet on.

Water going down a drain

But then where does the water go? Well, in some places, mainly in rural areas, wastewater goes down under the ground into what's called a septic tank. From there it slowly seeps back into the ground.

Wastewater plant

In other areas, though, the used water goes—you guessed it—back into pipes where it travels to a wastewater plant. Here, the water is cleaned and then pumped back into the river or into an aquifer. And then the whole process starts over again!

Collage of reservoirs, aquifers, treatment plants, pipelines, wastewater plants

The reservoirs, the aquifers, the treatment plants, the pipelines, the wastewater plants—it takes all these to make sure we have enough water to raise crops, water animals, fight fires, cook food, wash clothes, take showers . . .

Major Rivers

Yessiree. It takes a lot of hard work and money to supply us with all the water we need. Your river authority and local water agency work with the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health to see that we have plenty of clean, fresh, safe water to use.

Population signs

But these people can only do so much to keep that water flowing. You have to help too. There is only a limited amount of water, and, as you know, Texas is growing. More and more people are needing water every year.

Dam under construction

Supplying more water isn't easy. New dams and reservoirs would have to be built, but these are expensive and there aren't many places left to build them. We shouldn't dig more wells to get groundwater because we're taking too much water out of many of our aquifers already.

Water rushing in or out of a treatment plant

With more people using water, we also need more water treatment plants and wastewater plants, but these plants cost a lot of money and they can't be built overnight, you know.

Major Rivers

That means, we all must help save the water we already have and use it wisely.

Someone brushing teeth—water off

How do you do that, you say. Well, partner, it's easy. Use only as much water as you really need. For example, don't let the water keep running down the drain while you're brushing your teeth. Turn the water off while you're brushing; then turn it back on.

Someone taking a shower

When you need to take a shower, make it a quick one. You'll get just as clean in 5 minutes as you will in 15.

Kids playing in sprinkler on lawn

If you play in the sprinkler, be sure you're watering the yard, not the sidewalk.

Washing a car with a bucket of water

And use buckets of water when you help wash the car. Don't let the water from the hose run down the street.

Various water use scenes

Each one of us uses thousands and thousands of gallons of water a year, so any way you can conserve water, not waste it, will help make sure that all of us in Texas have plenty of good clean water now and in the future.

Major Rivers with glass of water

Aquifer and I certainly appreciate you using only the water you really need. So long now.

Major Rivers  
Video Script - Revised 5/10/89

Howdy! I'm Major Rivers and this is my horse, Aquifer. We've been traveling around Texas for many years, and we've seen a lot of changes. But one thing that will never change is our need for good, clean water.

(Visual is Major Rivers touching hat, sitting on Aquifer who is drinking from a stream)

Now, you're probably saying that getting water is easy. You just turn on the tap and out comes the water.

(Fourth-grade child turning on water to brush teeth)

Well, just hold on there a minute. That water doesn't get to your tap by magic, you know. No sir. It takes a lot of hard work and costs a lot of money to get that water to you.

(Child turns off water and and picture dissovles to pioneer child hauling water.. collage of old photos of buckets in the river and old wells)

It used to be that people got their water right out of the river. They'd just put their buckets in and haul out the water they needed. Or if they didn't happen to live by a river, they'd dig a well and use water that was stored up underground, groundwater we call it. Well, as you might imagine, getting water from a river or from a well really wasn't too convenient.

(Continue collage of hauling and drawing from well--drinking from ladle in the water bucket.)

In Texas, we still get our water from rivers and from groundwater. In fact, more than half of the water we use comes from underground water basins, called aquifers, like my horse here.

(map of rivers, map of aquifers)

and the rest of our water, nearly half, comes from surface water--you know, water on top of the ground, like rivers, lakes, and streams. But we don't exactly have to do the gettin' of the water ourselves anymore. Water districts and river authorities do that for us now.

(collage of rivers, lakes, streams--raw water intake valve)



In towns and cities, the wastewater goes--you guessed it--back into pipes where it travels to a wastewater treatment plant. Here, the water is cleaned and then pumped back into a river, lake or stream so it can go back to the water treatment plant to be cleaned some more and used again.

(pipe diagram, then wastewater plant, then water treatment plant, then pipe, then faucet)

Yessiree. It takes a lot of hard work and money to supply us with all the water we need. It also takes a lot of people like you and your family making sure that we all use just the water we really need. There is only a limited amount of water, and, as you know, Texas is growing. More and more people are needing water every year.

(we have a great water fountain graphic that shows population growth and water use. Thanks for the plug about the agencies, but don't think fourth-graders will relate to state agencies--rather keep it on a local bureaucratic level)

Supplying more water isn't easy. Building new dams and reservoirs or drilling new wells takes a lot of time and money.

(dam being built, well being drilled)

And more people using more water will mean that we will need more water treatment plants and wastewater treatment plants which can't be built overnight, you know.

(construction shots of plants)

That means, we all must help save the water we already have and use it wisely.

(Major Rivers)

How do you do that, you say. Well, partner, it's easy. Use only as much water as you really need. For example, don't let the water keep running down the drain while you're brushing your teeth. Turn the water off while you're brushing; then turn it back on.

(someone brushing teeth-child)

When you need to take a shower, make it a quick one. You'll get just as clean in 5 minutes as you will in 15. And, oh yes, be sure to put Spot in a tub of water for his bath instead of letting the hose run.

(Child washing dog in tub of water)

If you play in the sprinkler, be sure you're watering the yard, not the sidewalk.



(Dam with floodgates)

Damming up the rivers like that meant lakes were formed. Turns out, these lakes, called reservoirs, are very useful. They actually store water, so that even in the driest years, drought years they're called, we have enough water to drink.

(Lake behind a dam)

These reservoirs also provide us Texans with lots of fun. Aquifer and I have spent many a lazy, hot summer day skiing, sailing, or just dangling our fishin' line in a Texas lake or reservoir.

(Major Rivers and Aquifer sitting on the bank fishing)

(skip electricity reference--one major concept is enough for fourth-grade)

Having the water in the reservoirs and in the aquifers isn't the same as having the water in your house though. River authorities and local water agencies still have to get the water to you. But before they do, they make sure the water is clean and safe to drink.

(Child cooling off by drinking a clear, cold glass of water)

Water that's used to irrigate crops, like cotton or rice, can go directly from the rivers and the aquifers to the farms.

(irrigation)

But the water we drink, cook with, and bathe in has to be cleaned so that no one will get sick from drinking or using dirty water. Water goes from the river, the reservoir, or the aquifer to a water treatment plant, where any dirt that might have gotten in is taken out. And chlorine or other such chemicals are put in to make sure germs stay out.

(treatment plant)

All this water gets where it's going through a maze of pipelines. Sometimes the water travels miles and miles through pipes before it rushes out when you turn on the faucet.

(pipeline network--animated water rushing and out the faucet)

But then where does the water go? Well, in some places, mainly in rural(not sure they know what rural means) areas, out in the country, dirty water or wastewater goes down under the ground into what's called a septic tank. From there it slowly seeps back into the ground.

(Water going down a drain into a septic tank-illustration)



Okay, let's see just how these water districts and river authorities get the water from there to here, so to speak. Where you live, it's likely that the people who work for a river authority or for a water district have the task of getting you the water you need. And mind you, bringing water to you and your family is no little task.

(drawing of pipes from lake or well to house)

All over Texas, there are underground areas of gravel, or sand, or rocks that water seeps right into--you know, aquifers.

(large cutaway of aquifer-with water seeping down)

To get that water out of the ground so we can use it, water districts have to drill holes, that is wells, down to where the water is. Then the water in these wells has to be pumped up out of the ground.

(Process of drilling a well)

We're also fortunate in Texas to have a lot of big rivers, famous rivers too, like the Rio Grande, the Pecos, the Colorado, and the Red. Generally these (ahem) major rivers start in the northwest part of Texas and run southeast across the state where they empty into the Gulf of Mexico.

(Graphic of rivers turning blue as they run from the northwest into the Gulf)

It used to be that some years, when it rained a lot, the rivers provided all the water anyone could want. Actually, they sometimes provided more water than anyone could want! Houses floated away, crops were destroyed, and people and animals drowned when the river spilled over its banks and flooded the land.

(Flood scenes)

Other years, when very little rain fell to the ground, some of the rivers would dry up to a trickle. No one had enough water then.

(Drought scenes)

So, the rivers could be like bucking broncos or like old horses out to pasture. Neither did us much good.

(Split screen - flood/drought)

Texans decided to change that. They built dams on many of the rivers to hold the water back. That way they could control how much water flowed down the rivers toward the Gulf of Mexico. These dams also protected us from the floods.



(Kids playing in sprinkler on lawn)

And use buckets of water when you help wash the car. Don't let the water from the hose run down the street.

(washing car)

Each one of us uses thousands and thousands of gallons of water a year, so any way you can conserve, that is save water, not waste it, will help make sure that all of us in Texas have plenty of good clean water now and in the future.

(various water use scenes)

Aquifer and I certainly appreciate your using only the water you really need. So long now.

(Major Rivers touches hat and he and aquifer ride into the sunset across a stream)

## MAJOR RIVERS IN TEXAS

### Visual (*suggestions only*)

Major Rivers touching hat, sitting on Aquifer who is drinking from a stream

Fourth-grade child turning on water to brush teeth

Child turns off water and picture dissolves to pioneer child hauling water . . . collage of old photos of buckets in the river and old wells

Continue collage of hauling and drawing from well—drinking from ladle in the water bucket.

Map of rivers, map of aquifers

Collage of rivers, lakes, streams—raw water intake valve

Drawing of pipes from lake or well to house

Large cutaway of aquifer with water seeping down

### Audio

Howdy! I am Major Rivers and this is my horse, Aquifer. We've been traveling around Texas for many years, and we've seen a lot of changes. But one thing that will never change is our need for good, clean water!

Now, you're probably saying that getting water is easy. You just turn on the tap and out comes the water.

Well, just hold on there a minute. That water doesn't get to your tap by magic, you know. No sir. It takes a lot of hard work and costs a great deal of money to get that water to you.

It used to be that people got their water right out of the river. They'd just put their buckets in and haul out the water they needed. Or if they didn't happen to live by a river, they'd dig a well and use water that was stored up underground—ground water we call it. Well, as you might imagine, it really wasn't too convenient.

In Texas, we still get our water from rivers and from groundwater. In fact, more than half of the water we use comes from underground water basins, called **aquifers**, like my horse here;

and the rest of our water, nearly half, comes from surface water—you know, water on top of the ground, like rivers, lakes, and streams. But we don't exactly have to do the gettin' of the water ourselves anymore. Water companies and river authorities do that for us now.

Okay, let's see just how these water districts and river authorities get the water from there to here, so to speak. Where you live, it's likely that the people who work for a river authority or for a water district have the task of getting you the water you need. And mind you, bringing water to you and your family is no little task!

All over Texas, there are underground areas of gravel, or sand, or rocks that water seeps right into—you know, aquifers.

Child cooling off by drinking a clear, cold glass of water

Having the water in the reservoirs and in the aquifers isn't the same as having the water in your house though. River authorities and local water agencies still have to get the water to you. But before they do, they make sure the water is clean and safe to drink.

Irrigation

Water that's used to irrigate crops, like cotton or rice, can go directly from the rivers and the aquifers to the farms.

Treatment plant

But the water we drink, cook with, and bathe in has to be cleaned so that one one will get sick from drinking or using dirty water. Water goes from the river, the reservoir, or the aquifer to a water treatment plant, where any dirt that might have gotten in is taken out. And chlorine or another such chemical ~~is~~ put in to make sure germs stay out.

Pipeline network—animated water rushing out the faucet

All this water gets where it's going through a maze of pipelines. Sometimes the water travels miles and miles through pipes before it rushes out when you turn on the faucet.

Water going down a drain into a septic tank—illustration

But then where does the water go? Well, in some places, mainly in rural areas out in the country, dirty water or wastewater goes down under the ground into what's called a septic tank. From there it slowly seeps back into the ground.

Pipe diagram, then wastewater plant, then water treatment plant, then pipe, then faucet

In towns and cities, the wastewater goes—you guessed it—back into pipes where it travels to a wastewater treatment plant. Here, the water is cleaned and then pumped back into a river, lake, or stream so it can go back to the water treatment plant to be cleaned some more and used again.

Use TWDB water fountain graphic that shows population growth and water use

Yessiree. It takes a lot of hard work and money to supply us with all the water we need. It also takes a lot of people like you and your family making sure that we all use just the water we really need. There is only a limited amount of water, and, as you know, Texas is growing. More and more people are needing water every year.

Dam being built, well being drilled

Supplying more water isn't easy. Building new dams and reservoirs or drilling new wells takes a lot of time and money.

Process of drilling a well

To get that water out of the ground so we can use it, water districts have to drill holes—that is, wells—down to where the water is. Then the water has to be pumped up out of the ground.

Graphic of rivers turning blue as they run from the northwest into the Gulf

We're also fortunate in Texas to have a lot of big rivers, famous rivers too, like the Rio Grande, the Pecos, the Colorado, and the Red. Generally, these (ahem) **major rivers** start in the northwest part of Texas and run southeast across the state where they empty into the Gulf of Mexico.

Flood scenes

It used to be that some years, when it rained a lot, the rivers provided all the water anyone could want. Actually, they sometimes provided **more** water than anyone could want! Houses floated away, crops were destroyed, and people and animals were drowned when the river spilled over its banks and flooded the land.

Drought scenes

Other years, when very little rain fell to the ground, some of the rivers would dry up to a trickle. No one had enough water then.

Split screen—flood/drought

So, the rivers could be like bucking broncos or like old horses out to pasture. Neither did us much good.

Dam with floodgates

Texans decided to change that. They built dams on many of the rivers to hold the water back. That way they could control how much water flowed down the rivers toward the Gulf of Mexico. These dams also protected us from the floods.

Lake behind a dam

Damming up the rivers like that meant lakes were formed. Turns out, these lakes, called reservoirs, are very useful. They actually store water, so even in the driest years, *drought* years they're called, we have enough water.

Major Rivers and Aquifer sitting on the bank fishing

These reservoirs also provide us Texans with lots of fun. Aquifer and I have spent many a lazy, hot summer day skiing, sailing, or just dangling our fishin' line in a Texas lake or reservoir.

Construction shots of plants

And more people using more water will mean that we will need more water treatment plants and wastewater treatment plants which can't be built overnight, you know.

Major Rivers

That means, we all must help save the water we already have and use it wisely.

Child brushing teeth

How do you do that, you say? Well, partner, it's easy. Use only as much water as you really need. For example, don't let the water keep running down the drain while you're brushing your teeth. Turn the water off while you're brushing; then turn it back on.

Child washing dog in tub of water

When you need to take a shower, make it a quick one. You'll get just as clean in 5 minutes as you will in 15. And, oh yes, be sure to put Spot in a tub of water for his bath instead of letting the hose run.

Kids playing in sprinkler on lawn

If you play in the sprinkler, be sure you're watering the yard, not the sidewalk.

Washing car

And use buckets of water when you help wash the car. Don't let the water from the hose run down the street.

Various water use scenes

Each one of us uses thousands and thousands of gallons of water a year. So any way you can conserve—that is, save water, not waste it—will help make sure that all of us in Texas have plenty of good clean water now and in the future.

Major Rivers touches hat, and he and Aquifer ride into the sunset across a stream

Aquifer and I certainly appreciate you using only the water you really need. So long now.

---

Credits: The *Major Rivers Texas Water Education Program* is provided by local water authorities in cooperation with the Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

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FROM THE DESK OF

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**Donna Darling**

May 31, 1989

Attached for your information is a status report on the sponsorship and distribution efforts to date for the "Major Rivers" fourth-grade water education program.

Please note the information as it regards your organization and call me at 512/463-7869 to make additions, corrections, or deletions. No call will indicate that the information is correct.

If you know that you will not be participating in the distribution of the program this year, we would appreciate your providing the names of other entities in your service area who might wish to take advantage of this opportunity.

A copy of this marketing update will be included in the marketing materials to be distributed to those attending the Association of Water Board Directors Annual Conference in Dallas in June.

Thanks for your help.

*mailed to all on list  
5/31/89*



## Major Rivers Marketing Update June 1, 1989

Deadline for ordering *Major Rivers* classroom kits for distribution in Fall, 1989 is August 1, 1989. Cost proposals are available by calling Ann Crafton at 213/420-6814.

Political Subdivisions invited to participate in or to promote the distribution of the *Major Rivers* fourth-grade water education program include the following:

Political Subdivision	4th Grade Classrooms	Requested Cost Proposal	Reserved state subsidy	Placed order for Fall 1989
Angelina & Neches River Authority	330	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brazos River Authority	1450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canadian River Municipal Water Auth.	369	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Central Colorado River Authority	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colorado River Municipal Water District	132	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guadalupe-Blanco River Authority	220	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gulf Coast Waste Disposal Authority	1789	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lavaca-Navidad River Authority	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lower Colorado River Authority	378	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lower Concho River Water & Soil	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower Neches Valley Authority	191	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nueces River Authority	415	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Palo Duro River Authority	19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red Bluff Water Power Control District	33	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red River Authority of Texas	565	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sabine River Authority of Texas	406	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
San Antonio River Authority	728	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
San Jacinto River Authority	190	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tarrant County WCID #1	606	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trinity River Authority of Texas	1315	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upper Colorado River Authority	61	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upper Guadalupe River Authority	17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upper Neches River Municipal Water	165	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Williamson County MUD #1	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Water Associations invited to participate in or to promote the distribution of the *Major Rivers* program include the following:

American Water Works Association  
Texas Water Utilities Association  
Texas Municipal Utilities Association  
Texas Water Conservation Association  
Texas Rural Water Association  
Texas Water Pollution & Control Association  
Association of Water Board Directors  
Texas Water Alliance  
Water Well Drillers Association  
Texas Society of Professional Engineers  
Texas Water Quality Association

Publications provided materials for use in promoting the *Major Rivers* program include the following:

*State of the Region* - Coastal Bend COG  
*CRMWD Windmill*  
*DETCOG Newsletter*  
*ETCOG Regional Report*  
*The Water Level* - Edwards Underground Water District  
*GBRA Water Resources Report*  
*Cross Section* - High Plains UWCD #1  
*HGAC Spectrum*  
*Your Region in Action* - North Central Texas COG  
*North Plains Water News*  
*TIA Update*  
*Texas Water Report*  
*The Texas Gazette* - Texas Dept. of Agriculture  
*Water Resources Report* - Guadalupe-Blanco River Authority  
*Pipeline* - TWPCA  
Little Cypress Utility District  
*Subsidence Update* - Harris-Galveston Coastal Subsidence District  
*Texana Clarion* - Lavaca-Navidad River Authority  
*INTRA* - Trinity River Authority  
*TRWA Magazine*  
*NTMWD News* - North Texas Municipal Water District  
*Panhandle Panorama* - Panhandle Regional Planning Commission  
*SRA Activities* - Sabine River Authority  
*Water Conservation Newsletter* - Texas Agriculture Extension Service  
*Texas Water Resources* - Texas A&M Water Resources Institute  
*WRC Newsletter* - Texas Tech University  
*AWDB Newsletter*  
*Town & City* - Texas Municipal League  
Texas Water Alliance  
*Water News* - Texas Water Conservation Association  
Texas Water Utilities  
*Comments* - Gulf Coast Waste Disposal Authority



# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

May 4, 1989

Mr. J. D. Nixon  
2795 French Road  
Beaumont, Texas 77706

Dear Mr. Nixon:

We appreciate your concerns about the "Major Rivers" water education program and the Lower Neches Valley Authority.

It is very important when developing education materials for elementary school children that only general information be included, especially when the subject covers water and the entire State of Texas. If you previewed the materials printed specifically for LCRA's 10-counties, the Teacher's Guide included lesson plans for our statutory district. The version that is being marketed outside this area will not contain these sections. It is being left up to the individual water agencies or organizations funding the materials to schools as to whether additional "localized" supplements for their specific locale are developed and distributed with the "Major Rivers" units.

The teachers and students who have used the materials this spring in LCRA's water district elementary schools have enjoyed learning about water in Texas. I hope LNVA is considering offering this comprehensive, Texas-generic water education program to the fourth graders in your Authority's area.

Thank you for your letter. I hope this explanation has clarified your concern.

Sincerely,

*Wanda McMurray*

Wanda McMurray, Coordinator  
Consumer Education Programs

WM/dm

pc: Don Chovanec  
Donna Darling, TWDB



# Lower Colorado River Authority

Post Office Box 220 Austin, Texas 78767 • (512) 473-3200

May 30, 1989

Mr. David Parsons  
Sabine River Authority  
Post Office Box 487  
Quitman, Texas 75783

Dear David:

I'm sorry I wasn't able to visit with you last week when you called regarding LCRA's method of spreading the word about the "Major Rivers" program. It is very rewarding to know that this water education unit is proving beneficial to others outside our area.

As requested, Donna has assembled copies of letters with their specific attachments pertaining to our initial contact for enrollment figures up to the most recent letter seeking resupply orders for next fall.

Also for your information we have included a copy of LCRA's application to the Texas Education Agency for Career Ladder Credit for teachers attending the introductory inservice workshops as well as their comments. These workshops proved to be excellent and the teachers left very enthusiastic about using the units.

Thanks again for your interest. If we can assist you in any other way, please don't hesitate to call on us.

Good Luck with Major Rivers and Aquifer!

Sincerely,

Wanda McMurray, Coordinator  
Consumer Education Programs

WM/dm

attachments

pc: Don Chovanec  
Donna Darling  
Ann Crafton

# MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM

## Program Record Sheet

Teacher Zimmern Date 5-30-89

School Anderson Mill ISD Round Rock Grade Level 4

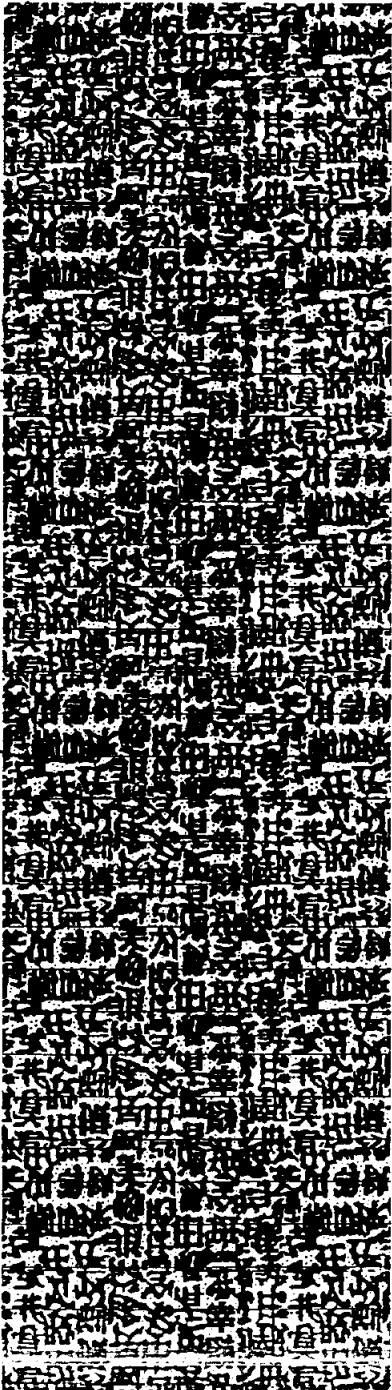
School Mailing Address 10610 Salt Mill Hollow Austin 78750

(Materials cannot be sent to a post office box.)

After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy. Thank you.

### Test Results

Pupil



Pretest Score (20 possible)

Posttest Score (20 possible)

70	100
70	100
85	100
50	90
60	100
45	95
25	100
55	100
70	85
25	100
55	75
60	100
60	75
50	100
45	100
70	100
Absent	100
50	100
50	80
35	Absent
45	55

### Teacher Reactions

1. What was the attitude of most of your pupils toward the program?

- very positive       neutral  
 positive       negative

Comments:

2. Please list any comments or suggestions you have about any aspect of the program.

Video is good follow-up.

3. Do you want to teach the program again next year and have consumable pupil materials replaced?

- yes       no

Comments:

We would like to use in August, to introduce Texas unit. Can materials be delivered that early.



Walter W. Carney, III, Chairman  
Stuart S. Coleman, Vice Chairman  
Cliff E. Roney, Member

Mr. Harold ...  
...

Thomas M. Dunning, Member  
Charles W. Jennings, Member  
...

May 31. 1989

Ms. Carolyn Hardy Olson, Commissioner  
City of Atlanta  
Department of Water & Pollution Control  
55 Trinity Avenue  
Atlanta, Ga. 30335-0328

Dear Ms. Olson:

David Harper passed your request to preview the "Major Rivers" Texas-specific water education program for fourth grade on to me as I am the information and education officer for one of the three state agencies involved in statewide distribution of the program.

The "Major Rivers" program development was done by the Lower Colorado River Authority who contracted with Educational Development Specialists. Wanda McMurray at LCRA, P. O. Box 220, Austin, Tx. 78767, 512/473-3227 or Fred Niedermeyer, EDS, 5505 East Carson St., Suite 250, Lakewood, California 90713-3093, 213/420-6814 would be able to discuss a project of this type in detail.

I have also enclosed a copy of the "Texas Water Education Network Directory" which lists many of the water education programs currently being used in the public schools in Texas.

If you need additional assistance, please give me a call.

Sincerely,



Donna D. Darling  
Director  
Public Information and Education

Encl:

CC: David Harper  
Wanda McMurray  
Fred Niedermeyer





# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

\* They will qualify for the subsidy when they place a full order.

Order Placed By:	Name: <u>Ron Hilliard</u>	Date: <u>6-1-89</u>
	Title/ Department:	Telephone: <u>(915) 332-9541</u>

BILL TO:	SHIP TO: (Street address please)
<u>SAME</u>	<u>Ron Hilliard</u>
	<u>Soil Conservation Services</u>
	<u>2464 I-20 West</u>
	<u>Odessa, TX 79766-9113</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Required

## MAJOR RIVERS

### Texas Water Education Program

**SHIP ASAP!**

	UNIT PRICE			No. of Items Ordered	Extended Price
	List	Less Subsidy	Actual Cost		
CLASS SET	\$40	(\$10)	\$30	(1)	40 <sup>00</sup>
STUDENT PACK	\$35	(\$5)	\$30		
Materials Total					40 <sup>00</sup>
Imprinting Charge					<del>0</del>
Shipping Charge					
<b>SUBTOTAL</b>					

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Sharon Faver</u>	Date: <u>6-1-89</u>
	Title/Department:	Telephone: <u>(817) 723-8697</u>

BILL TO:	SHIP TO: (Street address please)
<u>(SAME)</u>	<u>Sharon Faver</u>
	<u>Red River Authority of Texas</u>
	<u>520 Hamilton Bldg.</u>
	<u>Wichita Falls, TX</u>
	<u>76301</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

## MAJOR RIVERS

### Texas Water Education Program

Hold For Logo.

	UNIT PRICE			No. of Items Ordered	Extended Price
	List	Less Subsidy	Actual Cost		
CLASS SET	\$40	(\$10)	\$30	10	300
STUDENT PACK	\$35	(\$5)	\$30	2	60
Materials Total					360
Imprinting Charge					80
Shipping Charge					
SUBTOTAL					

These materials have been provided by Red River Authority of Texas

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

Major Rivers

6-1-89

10 Class Sets @ 40.00 each

2 Student Packs @ 35.00 each

Hold for Logo & include in imprint.

Ship to:

Sharon Faver  
 Red River Authority of Texas  
 520 Hamilton Bldg.  
 Wichita Falls, TX 76301  
 (817) 723-8697

Bill to:

Sharon Faver  
 Red River Authority of TX  
 520 Hamilton Bldg.  
 Wichita Falls, TX 76301  
 (817) 723-8697

Subsidize bill:

Bill Colbert  
 Office of Public Information  
 Texas Water Commission  
 P.O. Box 13087  
 Capitol Station  
 Austin, TX 78711-3087

10 class sets @ 30.00 = 300  
 2 student packs @ 30.00 = 60  
 imprinting = \$80.00  
~~shipping~~ subtotal = 440.00 ⊕ shipping

10 class sets @ 10.00 = 100  
 2 student packs @ 5.00 = 10  
 total = \$110.00

\* Total order = \$550.00 plus shipping



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

June 1, 1989

Mr. Mike Bukala  
Brazos River Authority  
P.O. Box 7555  
Waco, TX 76714-7555

Dear Mike:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

Please let me know if you would like a "Major Rivers" preview kit. I will be happy to send you one. There will be a video available very soon that will tie into the Major Rivers unit. I will send you a notification as soon as it is completed.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Brazos River Authority.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

## BRAZOS RIVER AUTHORITY

This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

School District      4th grade students      4th grade classrooms

### **BRAZORIA COUNTY**

Alvin ISD	678	28
Angleton ISD	422	17
Danbury ISD	39	2
Brazosport ISD	958	39
Sweeny ISD	176	8
Columbia-Brazoria ISD	298	12
Pearland ISD	475	19
Damon ISD	15	1

**SUBTOTAL... 126**

### **FORT BEND COUNTY**

Lamar Consolidated	789	32
Needville ISD	143	6
Fort Bend ISD	2311	93
Kendleton ISD	25	1
Stafford MSD	109	5

**SUBTOTAL... 137**

### **AUSTIN COUNTY**

Bellville ISD	143	6
Sealy ISD	152	7
Wallis-Orchard ISD	49	2

**SUBTOTAL... 15**

### **WALLER COUNTY**

Hempstead ISD	79	4
Waller ISD	217	9
Royal ISD	116	5

**SUBTOTAL... 18**

### **WASHINGTON COUNTY**

Brenham ISD	362	15
Burton ISD	34	2
<b>SUBTOTAL...</b>		<b>17</b>
<b>GRIMES COUNTY</b>		
Anderson-Shiro Con.	28	2
Iola ISD	25	1
Navasota ISD	217	9
<b>SUBTOTAL...</b>		<b>12</b>
<b>LEE COUNTY</b>		
Giddings ISD	118	5
Lexington ISD	67	3
Dime Box ISD	19	1
<b>SUBTOTAL...</b>		<b>9</b>
<b>BURLESON COUNTY</b>		
Caldwell ISD	128	6
Somerville ISD	43	2
Snook ISD	45	2
<b>SUBTOTAL...</b>		<b>10</b>
<b>BRAZOS COUNTY</b>		
College Station ISD	418	17
Bryan ISD	862	35
<b>SUBTOTAL...</b>		<b>52</b>
<b>MADISON COUNTY</b>		
Madisonville CISD	141	6
North Zulch ISD	14	1
<b>SUBTOTAL...</b>		<b>7</b>
<b>LEON COUNTY</b>		
Buffalo ISD	69	3
Centerville ISD	37	2
Normangee ISD	32	2
Oakwood ISD	28	2
Leon ISD	52	3
<b>SUBTOTAL...</b>		<b>12</b>
<b>ROBERTSON COUNTY</b>		
Bremond IDS	19	1

Calvert ISD	28	1
Franklin ISD	46	2
Hearne ISD	145	6
Mumford ISD	7	1

**SUBTOTAL... 11**

**MILAM COUNTY**

Cameron ISD	137	6
Gause ISD	9	1
Milano ISD	25	1
Rockdale ISD	164	7
Thorndale ISD	34	2
Buckholts ISD	10	1

**SUBTOTAL... 18**

**WILLIAMSON COUNTY**

Florence ISD	60	3
Georgetown ISD	399	16
Granger ISD	20	1
Hutto ISD	35	2
Jarrell ISD	33	2
Liberty Hill ISD	73	3
Round Rock ISD	1320	53
Taylor ISD	217	9
Thrall ISD	40	2
Leander ISD	329	14
Coupland ISD	7	1

**SUBTOTAL... 106**

**BURNET COUNTY**

Burnet Cons ISD	160	7
Marble Falls ISD	185	8

**SUBTOTAL... 15**

**BELL COUNTY**

Academy ISD	64	3
Bartlett ISD	39	2
Belton ISD	399	16
Holland ISD	34	2
Killeen ISD	1848	74
Rogers ISD	63	3
Salsdo ISD	45	2
Temple ISD	642	26

**SUBTOTAL... 128**

**FALLS COUNTY**

Chilton ISD	23	1
Marlin ISD	127	6
Westphalia ISD	7	1
Rosebud ISD	61	3

**SUBTOTAL... 11**

**LIMESTONE COUNTY**

Coolidge ISD	21	1
Groesbeck ISD	152	7
Mexia ISD	190	8

**SUBTOTAL... 15**

**FREESTONE COUNTY**

Fairfield ISD	148	6
Teague ISD	90	4
Wortham ISD	39	2
Dew ISD	11	1

**SUBTOTAL... 13**

**LAMPASAS COUNTY**

Lampasas ISD	180	8
Lometa ISD	23	1

**SUBTOTAL... 9**

**CORYELL COUNTY**

Evant ISD	24	1
Gatesville ISD	164	7
Oglesby ISD	15	1
Jonesboro ISD	21	1
Copperas Cove ISD	560	23

**SUBTOTAL... 33**

**MCLENNAN COUNTY**

Crawford ISD	31	2
Midway ISD	389	16
La Vega ISD	176	8
Lorena ISD	79	4
Mart ISD	41	2
McGregor ISD	90	4
Moody ISD	54	3
Riesel ISD	33	2
Waco ISD	1163	47



Millsap ISD	49	2
Aledo ISD	132	6
Peaster ISD	26	2
Brock ISD	29	2
Garner ISD	21	1
<b>SUBTOTAL...</b>		<b>38</b>
<b>PALO PINTO COUNTY</b>		
Gordon ISD	8	1
Graford ISD	26	2
Mineral Wells ISD	274	11
Santo ISD	26	2
Strawn ISD	12	1
Palo Pinto ISD	4	1
<b>SUBTOTAL...</b>		<b>18</b>
<b>EASTLAND COUNTY</b>		
Carbon ISD	9	1
Cisco ISD	77	4
Eastland ISD	81	4
Gorman ISD	28	2
Ranger ISD	60	3
Rising Star ISD	20	1
<b>SUBTOTAL...</b>		<b>15</b>
<b>STEPHENS COUNTY</b>		
Breckenridge ISD	169	7
<b>SUBTOTAL...</b>		<b>7</b>
<b>CALLAHAN COUNTY</b>		
Cross Plains ISD	35	2
Clyde ISD	128	6
Baird ISD	45	2
Eula ISD	37	2
<b>SUBTOTAL...</b>		<b>12</b>
<b>TAYLOR COUNTY</b>		
Abilene ISD	1451	59
Merkel ISD	107	5
Trent ISD	19	1
Jim Ned ISD	62	3
Wylie ISD	125	5
<b>SUBTOTAL...</b>		<b>73</b>

<b>NOLAN COUNTY</b>		
Roscoe ISD	24	1
Sweetwater ISD	256	11
Blackwell Cons ISD	7	1
Highland ISD	19	1
<b>SUBTOTAL...</b>		<b>14</b>
<b>SCURRY COUNTY</b>		
Hermleigh ISD	10	1
Snyder ISD	280	12
Ira ISD	13	1
<b>SUBTOTAL...</b>		<b>14</b>
<b>FISHER COUNTY</b>		
Hobbs ISD	3	1
McCaulley ISD	9	1
Roby ISD	33	2
Rotan ISD	44	2
<b>SUBTOTAL...</b>		<b>6</b>
<b>JONES COUNTY</b>		
Anson ISD	67	3
Hamlin ISD	48	2
Hawley ISD	49	2
Lueders-Avoca ISD	15	1
Stamford ISD	65	3
<b>SUBTOTAL...</b>		<b>11</b>
<b>SHACKELFORD COUNTY</b>		
Albany ISD	42	2
Moran ISD	8	1
<b>SUBTOTAL...</b>		<b>3</b>
<b>JACK COUNTY</b>		
Bryson ISD	18	1
Jacksboro ISD	74	3
Perrin-Whitt CISD	23	1
<b>SUBTOTAL...</b>		<b>5</b>
<b>YOUNG COUNTY</b>		
Graham ISD	216	9
Newcastle ISD	11	1

Olney ISD	67	3
<b>SUBTOTAL...</b>		<b>13</b>
<b>THROCKMORTON COUNTY</b>		
Throckmorton ISD	19	1
Woodson ISD	15	1
<b>SUBTOTAL...</b>		<b>2</b>
<b>HASKELL COUNTY</b>		
Haskell ISD	48	1
Rochester ISD	8	1
Rule ISD	20	1
Weinert ISD	3	1
Paint Creek ISD	15	1
<b>SUBTOTAL...</b>		<b>5</b>
<b>STONEWALL COUNTY</b>		
Aspermont ISD	28	2
<b>SUBTOTAL...</b>		<b>2</b>
<b>KENT COUNTY</b>		
Jayton-Girard ISD	18	1
<b>SUBTOTAL...</b>		<b>1</b>
<b>GARZA COUNTY</b>		
Post ISD	99	4
Southland ISD	12	1
<b>SUBTOTAL...</b>		<b>5</b>
<b>LYNN COUNTY</b>		
O'Donnell ISD	38	2
Tahoka ISD	66	3
New Home ISD	13	1
Wilson ISD	18	1
<b>SUBTOTAL...</b>		<b>7</b>
<b>BAYLOR COUNTY</b>		
Seymour ISD	54	3
<b>SUBTOTAL...</b>		<b>3</b>
<b>KNOX COUNTY</b>		

Goree ISD	6	1
Knox City-O'Brien	34	2
Munday ISD	34	2
Benjamin ISD	5	1
<b>SUBTOTAL...</b>		<b>6</b>
<b>KING COUNTY</b>		
Guthrie CSD	1	1
<b>SUBTOTAL...</b>		<b>1</b>
<b>DICKENS COUNTY</b>		
Spur ISD	39	2
Patton-Springs ISD	11	1
<b>SUBTOTAL...</b>		<b>3</b>
<b>CROSBY COUNTY</b>		
Crosbyton ISD	63	3
Lorenzo ISD	30	2
Ralls ISD	48	2
<b>SUBTOTAL...</b>		<b>7</b>
<b>LUBBOCK COUNTY</b>		
Lubbock ISD	2567	103
New Deal ISD	43	2
Slaton ISD	149	6
Lubbock-Cooper ISD	101	5
Frenship ISD	336	14
Roosevelt ISD	98	4
Shallowater ISD	68	3
Idalou ISD	69	3
<b>SUBTOTAL...</b>		<b>140</b>
<b>HOCKLEY COUNTY</b>		
Anton ISD	23	1
Levelland ISD	300	12
Ropes ISD	25	1
Smyer ISD	27	2
Sundown ISD	41	2
Whitharral ISD	14	1
<b>SUBTOTAL...</b>		<b>19</b>
<b>COCHRAN COUNTY</b>		
Morton ISD	65	3

Whiteface CISD	21	1
Bledsoe ISD	8	1
<b>SUBTOTAL...</b>		<b>5</b>
<b>TERRY COUNTY</b>		
Brownfield ISD	227	10
Meadow ISD	30	2
Union ISD	11	1
Wellman ISD	15	1
<b>SUBTOTAL...</b>		<b>14</b>
<b>BAILEY COUNTY</b>		
Muleshoe ISD	128	6
Three Way ISD	9	1
<b>SUBTOTAL...</b>		<b>7</b>
<b>LAMB COUNTY</b>		
Amherst ISD	18	1
Littlefield ISD	127	6
Olton ISD	64	3
Spade ISD	8	1
Springlake-Earth ISD	30	2
Sudan ISD	29	2
<b>SUBTOTAL...</b>		<b>15</b>
<b>HALE COUNTY</b>		
Abernathy ISD	71	3
Cotton Center ISD	11	1
Hale Center ISD	61	3
Petersburg ISD	40	2
Plainview ISD	515	21
<b>SUBTOTAL...</b>		<b>30</b>
<b>FLOYD COUNTY</b>		
Floydada ISD	111	5
Lockney ISD	58	3
South Plains ISD	1	1
<b>SUBTOTAL...</b>		<b>9</b>
<b>PARMER COUNTY</b>		
Bovina ISD	46	2
Farwell ISD	41	2
Friona ISD	97	4

Lazbuddie ISD	18	1
<b>SUBTOTAL...</b>		<b>9</b>
<b>CASTRO COUNTY</b>		
Dimmitt ISD	143	6
Hart ISD	52	3
Nazareth ISD	14	1
<b>SUBTOTAL...</b>		<b>10</b>
<b>SWISHER COUNTY</b>		
Happy ISD	14	1
Tulia ISD	115	5
Kress ISD	34	2
<b>SUBTOTAL...</b>		<b>8</b>
<b>ARCHER COUNTY</b>		
Archer City ISD	44	2
Holliday ISD	58	3
Megargel ISD	6	1
Windthorst ISD	18	1
<b>SUBTOTAL...</b>		<b>7</b>

From this chart you can see that you will need a total of 1591 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
1591 Major Rivers class sets @ \$40.00 each	\$63,640
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-15,910
Imprinting 1591 class sets of 25	1,040
Shipping (one location)	1,909
Total	----- \$50,679

\* Shipping costs are estimated and may vary slightly.

June 5, 1989

Mr. Dennis Becker  
Lower Neches River Authority  
P.O. Drawer 3464  
Beaumont, TX 77704

Dear Dennis:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

Please let me know if you would like a "Major Rivers" preview kit. I will be happy to send you one. There will be a video available very soon that will tie into the Major Rivers unit. I will send you a notification as soon as it is completed.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Lower Neches River Authority.

Sincerely,



Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

## LOWER NECHES RIVER AUTHORITY

This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
<b>TYLER COUNTY</b>		
Colmesneil ISD	23	1
Woodville ISD	133	6
Warren ISD	76	4
Spurger ISD	32	2
Chester ISD	20	1
<b>SUBTOTAL...</b>		<b>14</b>
<b>HARDIN COUNTY</b>		
Kountze ISD	104	5
Silsbee ISD	293	12
Hardin-Jefferson ISD	164	7
Lumberton ISD	193	8
West Hardin ISD	47	2
<b>SUBTOTAL...</b>		<b>34</b>
<b>JEFFERSON COUNTY</b>		
Nederland ISD	367	15
Port Arthur ISD	885	36
Port Neches ISD	387	16
Beaumont ISD	1623	65
Sabine Pass ISD	10	1
Hamshire-Fannett ISD	111	5
<b>SUBTOTAL...</b>		<b>138</b>
<b>LIBERTY COUNTY</b>		
Cleveland ISD	223	9
Dayton ISD	246	10
Devers ISD	12	1
Hardin ISD	89	4
Hull-Daisetta ISD	77	4
Liberty ISD	187	8
Tarkington ISD	117	5
<b>SUBTOTAL...</b>		<b>41</b>



**CHAMBERS COUNTY**

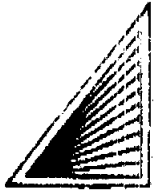
Anahuac ISD	118	5
Barbers Hill ISD	123	5
East Chambers ISD	74	3

**SUBTOTAL...** **13**

From this chart you can see that you will need a total of 240 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
240 Major Rivers class sets @ \$40.00 each	\$9,600
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-2,400
Imprinting 240 class sets of 25	180
Shipping (one location)	288
Total	<u>\$7,668</u>

\* Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

June 7 1989

Mr. Gary A. Stanford  
Jones County 4-H  
Jones County Courthouse-Basement  
Anson, TX 79501

Dear Gary:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

I am enclosing a Major Rivers preview kit. This kit has a sampling of all the materials contained in the actual class set. There will be a video available very soon that will tie into the Major Rivers unit. I will send you a notification as soon as it is completed.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and Jones County 4-H.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

## LOWER NECHES RIVER AUTHORITY

This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
<b>JONES COUNTY</b>		
Anson ISD	67	3
Hamlin ISD	48	2
Hawley ISD	49	2
Lueders-Avoca ISD	15	1
Stamford ISD	65	3
<b>SUBTOTAL</b>		<b>11</b>

From this chart you can see that you will need a total of 11 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
11 Major Rivers class sets @ \$40.00 each	\$440
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-110
Imprinting 11 class sets of 25	80
Shipping (one location)	13
Total	----- \$423

- Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

June 9, 1989

Mr. Jim Ploetz  
City of San Antonio  
Water Resources Management  
114 W. Commerce  
San Antonio, TX 78282

Dear Jim:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within the county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

I am also enclosing a "Major Rivers" preview kit. This kit contains a sampling of the materials contained in the actual class set. There are 25 copies of all student materials in the actual class set. There will be a video available very soon that will tie into the Major Rivers unit. I will send you a notification as soon as it is completed.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the City of San Antonio.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

**CITY OF SAN ANTONIO  
WATER RESOURCES MANAGEMENT**

This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
<b>BEXAR COUNTY</b>		
Alamo Heights ISD	237	10
Harlandale ISD	1223	49
Edgewood ISD	1232	50
Randolph Field ISD	99	4
San Antonio ISD	4632	186
South San Antonio ISD	1011	41
Somerset ISD	166	7
North East ISD	2968	119
East Central ISD	419	17
Southwest ISD	590	24
Lackland ISD	72	3
Ft. Sam Houston ISD	123	5
Northside ISD	3653	147
Judson ISD	954	39
Southside ISD	166	7
<b>SUBTOTAL...</b>		<b>708</b>

From this chart you can see that you will need a total of 708 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
708 Major Rivers class sets @ \$40.00 each	\$28,320
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-7,080
Imprinting 708 class sets of 25	480
Shipping (one location)	850
Total	<u>\$22,570</u>



# Educational Development Specialists

Type:  Yes  No  
Distribution  File

## CONTACT RECORD

Date: 9-5-89  
 Consultant: Ann  
 How contact made: I called  
 Person with whom contact made: John Williams  
 Position: \_\_\_\_\_  
 Company: Canadian River Municipal Water Authority  
 Address: \_\_\_\_\_  
Stanford, TX  
 Phone: (806) 865-3325

- Ann
- Fred
- Gwen
- Kay
- Jean
- Mae
- Sharian
- Other
- Donna Darling

FAXED.

Notes: 9/5 - Left message - John is not expected to be in until 9/11 and then only for a very short time.

9/11 - John called back. He said his board decided not to participate in the Major Rivers project this year.

Planned Action:

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Reply:

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UNITED STATES  
DEPARTMENT OF  
AGRICULTURE

SOIL CONSERVATION  
SERVICE

2444 I 20 WEST  
ODESSA, TEXAS  
79756-9112

Ann Crafton  
Director of Marketing  
Educational Development  
Specialist  
5505 East Carson Street Suite 250  
Lakewood, California 90713-3093

June 5, 1989

Dear Ann,

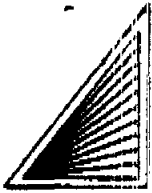
Thank you for sending us the EDS Preview Kit "Major Rivers". The Board of Directors of the Sandhills Soil and Water Conservation District were pleased. Today we received the class set "Major Rivers". Thank you for all of your help, and we appreciate your promptness.

Sincerely,



Ronald Hilliard  
District Conservationist,  
Odessa, Texas

**received**  
6-8-89



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

June 16, 1989

Mr. Johnny Harris  
Lake Cities M.U.A.  
501 N. Shadyshores Road  
Lake Dallas, TX 75065

Dear Johnny:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within the county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

I am also enclosing a Major Rivers preview kit and order form for your review. The preview kit provides a sample of all the materials contained in the actual class set. There will be a video available very soon that will tie into the Major Rivers unit. I will send you a notification as soon as it is completed.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Lake Cities M.U.A.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)



## LAKE CITIES M.U.A.

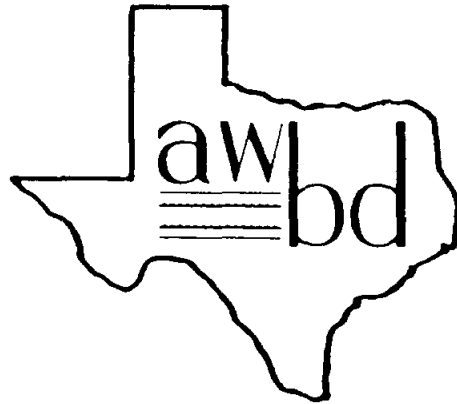
This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
<b>DENTON COUNTY</b>		
Denton ISD	797	32
Lewisville ISD	1432	58
Pilot Point ISD	50	2
Krum ISD	64	3
Ponder ISD	26	2
Aubrey ISD	65	3
Sanger ISD	103	5
Argyle ISD	46	2
Northwest ISD	249	10
Lake Dallas ISD	103	5
Little Elm ISD	71	3
<b>SUBTOTAL...</b>		<b>125</b>

From this chart you can see that you will need a total of 125 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
125 Major Rivers class sets @ \$40.00 each	\$5,000
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-1,250
Imprinting 125 class sets of 25	140
Shipping (one location)	150
Total	----- \$4,040

\* Shipping costs are estimated and may vary slightly.



# *Annual Conference*

**ASSOCIATION OF  
WATER BOARD DIRECTORS - TEXAS**

**June 15-17, 1989**

**Dallas, Texas**

**Hyatt Regency Reunion Plaza**

# AWBD ANNUAL CONFERENCE SCHEDULE OF EVENTS

## THURSDAY, JUNE 15

8:00 a.m. - 12 Noon  
 1:00 p.m. - 7:30 p.m.  
 1:00 p.m. -  
 5:00 p.m. - 8:00 p.m.

Vendor Exhibit Move In/Set Up  
 Registration Desk Open  
 Vendor Exhibits Open  
 Meet and Greet Reception

Colonnade Exhibit Hall  
 Colonnade Exhibit Hall  
 Colonnade Exhibit Hall  
 Colonnade Exhibit Hall

## FRIDAY, JUNE 16

7:30 a.m. - 3:30 p.m.  
 7:30 a.m. - 3:00 p.m.  
 7:30 a.m. -  
 8:15 a.m. - 9:45 a.m.  
 10:00 a.m. - 3:30 p.m.

Registration Continues  
 Vendor Exhibits Open  
 Continental Breakfast  
 Opening General Session  
 Polls Open For Voting On:  
 Trustee Election (**FRIDAY ONLY**)  
 By Laws Revisions (**FRIDAY & SATURDAY**)

Colonnade Exhibit Hall  
 Colonnade Exhibit Hall  
 Colonnade Exhibit Hall  
 Reunion Ballroom  
 Colonnade Exhibit Hall

### SEMINAR BLOCK I

10:00-10:45 a.m.

<p style="text-align: center;"><b>SESSION I-A</b>                  Regency Ballroom   <b>How A Wastewater Treatment Plant Works</b>                  Jim Alexander, Alexander Engineering</p> <p><i>Bill Alexander</i></p>	<p style="text-align: center;"><b>SESSION I-B</b>                  Cascade Room   <b>Proposed AWBD Bylaws Revisions</b>                  Bill Jones, Chairman, and Members                  AWBD Bylaws Committee</p>	<p style="text-align: center;"><b>SESSION I-C</b>                  Reunion Ballroom ABC   <b>Recreational Amenities Incorporating Stormwater Detention</b>                  Steve Gardner, Bernard Johnson, Inc.</p>
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### SEMINAR BLOCK II

11:00-11:45 a.m.

<p style="text-align: center;"><b>SESSION II-A</b>                  Regency Ballroom   <b>Old To New: Case Study of Wastewater Treatment Reconstruction</b>                  Richard Diehl, Galveston County WCID No. 1                  R. Wayne Smith, Wayne Smith &amp; Associates</p>	<p style="text-align: center;"><b>SESSION II-B</b>                  Cascade Room   <b>Small Water Supply System Compliance with EPA's Safe Drinking Water Act Regulations</b>  <i>Tim</i>                  T. David Chinn, American Water Works Association</p> <p style="text-align: center;"><i>Must Meet</i></p>	<p style="text-align: center;"><b>SESSION II-C</b>                  Reunion Ballroom ABC   <b>Grants Program For Development of Parks</b>                   Steve Bosack, Texas Department of Parks and Wildlife</p>
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12:00 Noon-12:30 p.m.

Cash Bars Open

Foyer, Reunion Ballroom  
 Colonnade Exhibit Hall  
 Reunion Ballroom

12:00 Noon-1:30 p.m.

Luncheon  
 Keynote Address by Jim Mattox, Attorney General, State of Texas  
 Admission to luncheon for registered delegates and ticketed guests only; guest tickets available at registration desk for \$25.00 per person.

### SEMINAR BLOCK III

1:45-2:30 p.m.

<p style="text-align: center;"><b>SESSION III-A</b>                  Regency Ballroom   <b>SCADA: Supervisory Control and Data Acquisition System For Water and Wastewater Systems</b>                  Dan Copps, Harris County UD 5                  John Bruton, Friendswood Development Corporation                  Stan Sarman, TC &amp; B Engineers</p>	<p style="text-align: center;"><b>SESSION III-B</b>                  Cascade Room   <b>Inspections and Operating Practices Of Public Water Systems</b>                   James E. Pope, Texas Department of Health</p>	<p style="text-align: center;"><b>SESSION III-C</b>                  Reunion Ballroom ABC   <b>New Feasibility Rules For Approval of District Bond Issues</b>                   Dean Robbins, Sam Jones                  Texas Water Commission</p>
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2:45 p.m. - 3:30 p.m.

**Workshop Session A:** Legislative Committee, AWBD  
**Workshop Session B:** Site Selection Committee, AWBD

Cascade Room  
 Regency Ballroom

*- Lunch note*

**SATURDAY, JUNE 17**

7:30 a.m. - 12 Noon  
 7:30 a.m. - 1:00 p.m.  
 7:30 a.m. - 8:30 a.m.  
 8:30 a.m. - 12 Noon

Registration Desk Open  
 Vendor Exhibits Open  
 Continental Breakfast  
 Polls Open For Voting On Bylaws Revisions Only

Colonnade Exhibit Hall  
 Colonnade Exhibit Hall  
 Colonnade Exhibit Hall  
 Colonnade Exhibit Hall

**SEMINAR BLOCK IV**

8:30-9:15 a.m.		
<p><b>SESSION IV-A</b>                  Regency Ballroom</p> <p><b>How the New Arbitrage Rules Will Effect Bond Issues</b>                  Marc Finger, White, Petrov McHone                  Moderator                  Larry Catuzzi, Underwood Neuhaus &amp; Company</p>	<p><b>SESSION IV-B</b>                  Cascade Room</p> <p><b>Public School Education Materials Update - How You Can Help</b>                  Kay Ice, EDS, Inc.                  Donna Darling, Texas Water Development Board                  Wanda McMurray and Allen Faries,                  Lower Colorado River Authority                  David Harper, Chairman                  AWBD, Education Committee</p>	<p><b>SESSION IV-C</b>                  Reunion Ballroom ABC</p> <p><b>Dechlorination of Wastewater Treatment Plant Effluent</b>                  Bill Lester and Larry Lange,                  Napco Chemical Company</p>

**SEMINAR BLOCK V**

9:30-10:15 a.m.		
<p><b>SESSION V-A</b>                  Regency Ballroom</p> <p><b>Responsibilities of Districts Versus Civic Associations</b>                  Neil Thomas                  Fulbright &amp; Jaworski</p>	<p><b>SESSION V-B</b>                  Cascade Room</p> <p><b>Important Considerations When Setting A Tax Rate</b>                  Annette Johnson                  Rotan Mosle, Inc.</p>	<p><b>SESSION V-C</b>                  Reunion Ballroom ABC</p> <p><b>Industrial Waste Ordinances For Water Districts</b>                  Andrew Johnson                  Attorney at Law</p>

★★★ **COFFEE BREAK** ★★★  
 10:15-10:45 a.m.

Colonnade Exhibit Hall — Reunion Ballroom

**SEMINAR BLOCK VI**

10:45-11:30 a.m.		
<p><b>SESSION VI-A</b>                  Regency Ballroom</p> <p><b>New Legislation Affecting District Investments</b>                  Thomas Stroot                  Masterson &amp; Company</p>	<p><b>SESSION VI-B</b>                  Cascade Room</p> <p><b>The Role of a Registrar and Paying Agent</b>                  John Stohlman and Joan Mason                  NCNB-Texas</p>	<p><b>SESSION VI-C</b>                  Reunion Ballroom ABC</p> <p><b>Geology, Hydrology and Your Water Well</b>                  Michael D. Campbell                  Law Engineering</p>

11:30 - 12 Noon

Cash Bars Open

Foyer, Reunion Ballroom  
 Colonnade Exhibit Hall  
 Reunion Ballroom

12:00 Noon-1:30 p.m.

Luncheon and Addresses By:  
 Buck Wynne, III, Chairman,  
 Texas Water Commission  
 L. Don Thurman, Associate Commissioner,  
 Texas Department of Health  
 Sonny Kretzchmar, Deputy Administrator,  
 Texas Water Development Board  
 Admission to luncheon and addresses for registered delegates and ticketed guests only; guest tickets available at registration desk for \$25.00 per person

1:30 p.m. - 2:30 p.m.

**Workshop Session C:** Insurance Committee, AWBD  
**Workshop Session D:** Program Committee, AWBD

Cascade Room  
 Regency Ballroom

## SCHEDULE OF SOCIAL EVENTS

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### THURSDAY, JUNE 15

12:00 Noon	AWBD Third Annual Conference Open Golf Tournament: \$70 per person entry fee <b>Pre-registration required.</b>	Hyatt Bear Creek Golf Course, located near DFW Airport
12:10 p.m.	Driving range open for AWBD players	
12:30 p.m.	Receive starting assignments	
1:00 p.m.	Tournament begins; shotgun start	
5:00-8:00 p.m.	"Meet and Greet" Reception Admission limited to registered AWBD delegates and guests wearing conference identification badges. <b>Casual dress; adults only.</b> No children, please; separate babysitting arrangements are the delegate's responsibility and can be made directly with the hotel.	Vendor area, Colonnade Exhibit Hall, Hyatt Regency Reunion

### FRIDAY, JUNE 16

9:00 a.m. -3:30 p.m.	Ramses The Great Exhibit and Shopping Tour; cost is \$40 per person, including all transportation, exhibit admission, international cuisine luncheon, shopping tour of Highland Park Village, with hospitality bag of coupons. <b>Pre-registration required.</b>	Hyatt Regency Reunion (Tour departs from and returns to Hyatt Regency Reunion)
7:30 -11:30 p.m.	AWBD Children's Activities for children aged five years and older. No charge to children of AWBD registered delegates. Please make separate arrangements for younger children directly through the Hyatt; babysitting services are the responsibility of the individual.	Hyatt Regency Reunion;
8:00 -11:00 p.m.	AWBD Casino Party <b>Cocktail dress, please;</b> no children will be admitted. Admission limited to registered AWBD delegate and one guest; proper conference identification required.	Union Station

### SATURDAY, JUNE 17

3:30 p.m.	Ramses The Great Tour II Depart Hyatt following conference adjournment. Admission to Ramses The Great Exhibit is \$20.00 per person; <b>Pre-registration required.</b>	Hyatt Regency Reunion (Tour departs and returns to the Hyatt)
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Major Rivers Speech  
Association of Water Board Directors  
June 17, 1989

Good morning.

I'm Donna Darling from the Texas Water Development Board where as Director of Public Information and Education, I have become involved in the statewide distribution of Major Rivers.

From Kay's remarks, you should have a good understanding of where Major Rivers came from, so I want to take the next few minutes to tell you where we think Major Rivers is going.

But before I tell you how the marketing program is coming along, I would like to share a story that will indicate to you just how much the development and distribution of this water education program means to me, personally.

Twelve years ago I worked in the public information and education office of the Texas Water Development Board. I left for 10 years while the agency was known as the Department of Water Resources and then returned two years ago when the agency again became The Texas Water Development Board. Isn't politics interesting?

While I was with the Board the first time I applied my ex-schoolteacher experience <sup>to</sup> by creating an elementary level water education program for the Board to distribute statewide. The little guy you see here...Wally Water... was to be the main character in a water education kit that included a student workbook, a poster, a filmstrip, and lesson plans. Those of you from the Houston area may recognize Wally as looking very similar to Milk Drop Moe...For those of you not from Houston and not sharing the same frame of reference as the rest of us...Milk Drop Moe was a television character in the late 50's who encouraged children to drink all their milk.

Any way, just about the time Wally was ready to go to press and into the classrooms of Texas, politics reared its ugly head, my boss was fired, and Wally Water was history...that is until now, when he has re-appeared wearing a Major Rivers disguise.

And as you can tell from your Marketing Update sheet, Wally's Major Rivers disguise is really working... the interest in Major Rivers is beginning to spread.

Well, how far does this interest in Major Rivers have to spread before it reaches every classroom in Texas? There are 260,000 fourth-grade students in some 10,400 classrooms in Texas. To date the Texas Water Commission, the Texas Water Development Board, and the Texas

Chubb  
Dade  
Carter  
Wiley

Department of Health have had inquiries from the river authorities, water districts, municipal utility districts, cities, and associations or organizations you see listed on your marketing update.

If all those who have inquired placed an order for 100% of the classrooms in the areas they serve, then Major Rivers would be in some 6,000 classrooms, or more than 50% of the fourth-grade classrooms in Texas starting this fall.

However, I think if you look at the breakdown of classroom numbers in some of the service areas, you will agree that the cost for some of those listed is prohibitive...but not impossible especially if all of the small water entities that make up these large service areas take the responsibility for their more reasonably affordable area.

So, I guess that's where all of your come in. The next time you are attending a meeting of your group's education committee...you know the meeting where every year a new set of faces shows up and every year everyone agrees that they should do something in the public schools, but very seldom agree on just what that "something" should be...well, this year, you can out fox them.

Pick up a packet of Major Rivers marketing materials before you leave today and make it easy on your education committee...



Commissioner Wynne's Remarks  
Association of Water Board Directors  
Luncheon Address-June 17, 1989

Following remarks on legislation.

Besides discussing the future of water in Texas as it relates to recent legislation, the three of us, Mr. Kretzschmar, Mr. Thurman and myself, are here today to thank you for your support of the future of water in Texas as it relates to water education.

Most of you are aware of the state's involvement over the past five years in promoting the creation and distribution of water education materials suitable for use in public school classrooms. Several successful public/private partnerships have developed from your joining us in this effort.

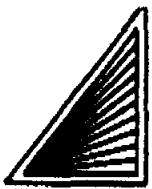
Several years ago, the Texas Society of Professional Engineers and the Texas Water Development Board co-operated in developing and distributing a K-12 water education program called "Water and Man." This program was developed in order to provide supplemental information to the limited Texas-specific water information found in our state-adopted textbooks. Teachers across the state are still using these materials and thanks to the efforts of a statewide textbook committee that monitors the content of the textbooks proposed for adoption, we are gaining ground as far as Texas-specific water information in textbooks is concerned.

The three state agencies represented here today are again seeking your assistance in forming a private/public partnership for the distribution of a fourth-grade level water education program called "Major Rivers." Many of you have received letters inviting your participation or seen presentations on the program, and I am happy to report, many of you have expressed a great interest in participating in the program. In fact, several River Authorities have already ordered "Major Rivers" kits for the fourth-grade classrooms in their service areas for this fall.

We are extremely grateful to the Lower Colorado River Authority for having taken the leadership role in development of the "Major Rivers" program. They have donated their \$60,000 in development costs to the three state agencies who are in-turn providing a subsidy for each kit purchased by a political subdivision.

Supplying "Major Rivers" to the 10,000 plus fourth-grade classrooms in Texas will take all the public/private co-operation we can muster. However, if all the inquiries made to date about the program were to materialize into actual classroom sets, we would be able to deliver "Major Rivers" to more than 50% of the state's classrooms by this September.

Thank you for your support of water education in Texas and especially for your support of the "Major Rivers" program. We will all be better for it.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

June 20, 1989

Donna D. Darling  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231  
Austin, TX 78711-3231

Dear Donna:

I'm pleased that you were able to participate in the revision of the Major Rivers video. We look forward to seeing the Texas-wide version and to including it in the class sets this fall. The video will add considerable instructional value to the program. As you know, EDS is paying for the revisions made by LCRA. Kay will add teaching procedures for the video to the teacher guide.

It will cost about \$5 per class to reproduce the video and add it to each Major Rivers class set this fall. We'd like to recommend that rather than re-educate the river authorities and other local sponsors about this increased cost (i.e., increasing the subsidized price of a class set from \$30 to \$35), that the \$5 be added to the state's \$10 subsidy. Thus, the TWDB, TWC, and Department of Health would provide a \$15 subsidy per class.

At \$15 per class set, the \$60,000 provided by your three state agencies would subsidize 4,000 class sets for the coming school year. As you can see from the attached list provided by Ann Crafton, she has sent out proposals to river authorities and other local agencies totaling 8,038 classes. This number represents 100 percent of the 4th grades in these areas. Naturally, not all agencies will order for 100 percent of their classes.

We've also enclosed a revised order blank that reflects the \$15 subsidy, should your agencies agree to this recommendation.

Please let us know what is decided. We're pleased with the response to the program to date and with the leadership you are providing. Kay enjoyed the meeting in Dallas and being with you. Thank you.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk  
Attachment

cc: Ann Crafton

The following companies have requested cost proposals for the Major Rivers units. These numbers indicate 100% of the 4th grade classrooms in the particular service areas.

<u>River Authority/Water Association</u>	<u>4th Grade Classrooms</u>
Harris-Galveston Coastal Subsidence Dist.	1791
Sabine River Authority	341
Lavaca Navidad River Authority	10
Red Bluff Water Power Control District	35
Guadalupe-Blanco River Authority	234
Trinity River Authority	1968
Canadian River Municipal Water Authority	369
Tarrant County Water Control	615
Brazos River Authority	1591
Lower Neches River Authority	240
San Antonio Water Resources Management	708
Jones CountyFour-H	11
Lake Cities Municipal Utility Association	125
TOTAL.....	<u>8038</u>

Orders placed to date:

Williamson County MUD #1 - 9 Class sets  
 Lavaca-Navidad River Authority - 14 Class sets  
 Soil Conservation Services - 1 Class set (as a pilot, no subsidy used)  
 Red River Authority of Texas - 10 Class Sets & 2 Student packs (pilot)

**DALLAS COUNTY PARK CITIES  
MUNICIPAL UTILITY DISTRICT**

1611 REGAL ROW — PH. 214/631-8540

**DALLAS, TEXAS 75295-2398**

**DIRECTORS**

RALPH W. SMITH, JR., PRESIDENT  
J. DAWSON HANCOCK, VICE-PRESIDENT  
THOMAS C. BAIN, JR., SECRETARY  
LOUIS MORRISON, III  
DON C. MCILYAR

**ADMINISTRATION**

BILL WHITE, GENERAL MANAGER  
LISA SMEGNER, ACCTNT-SECY.

June 20, 1989

Ms. Ann Crafton  
Educational Development Specialists  
5505 East Carson St.  
Suite 250  
Lakewood, CA 90713-3093

RE: "Major Rivers"

Dear Ms. Crafton:

During the recent Association of Water Board Directors Annual Conference, held in Dallas, Texas, June 15-17, 1989, we were informed of the Major Rivers water education program for Texas elementary school students.

We are a Municipal Utility District created in 1938 to provide a safe and reliable water supply to the Town of Highland Park (Pop. 9,000 ±) and the City of University Park (Pop. 24,000 ±).

The two (2) above referenced municipalities are located adjacent to each other and surrounded on all remaining sides by the City of Dallas.

The two (2) municipalities are served jointly by the Highland Park Independent School District, which has approximately 16 fourth-grade classrooms, with an average of 20 students per class.

It is the desire of the Dallas County Park Cities Municipal Utility District to provide the Major Rivers water education program to the fourth-grade students of the Highland Park Independent School District and take advantage of the subsidy offered by the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health.

Therefore, please provide this office with information about the program, program review kits, and specific cost projections, based on the aforementioned 16 classes of 20 students each.

We will review the above data with the Director of Instructions of the Highland Park Independent School District and advise you accordingly.


Should you have any questions regarding the above request, please contact our office.

Ms. Ann Crafton  
June 20, 1989  
Page 2

Your earliest possible consideration in this matter would be deeply appreciated.

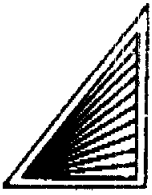
Very truly yours,

DALLAS COUNTY PARK CITIES  
MUNICIPAL UTILITY DISTRICT

A handwritten signature in black ink, appearing to read "Dennis R. Masters". The signature is written in a cursive style with a large initial "D" and "M".

Dennis R. Masters  
Project Manager

DRM/lbs



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

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June 23, 1989

Mr. Dennis R. Masters  
Project Manager  
Dallas County Park Cities  
Municipal Utility District  
1811 Regal Row  
Dallas, TX 75235-2398

Dear Mr. Masters:

Thank you for your letter of June 20th. I am pleased to provide you with a cost proposal and a Major Rivers preview kit.

The preview kit that you are receiving contains a sample of all the items contained in the class set. Each Major Rivers class set provides 25 copies of all student materials and home activity booklets. I noticed that you indicated that your school district has approximately 20 students per classroom. We package all of the class sets with 25 sets of student materials in accordance with the Texas Education Agency's guidelines of a maximum class size of 25 students. Also the Major Rivers video will be available within a couple of weeks and will be included in the class sets.

Please feel free to call me if I can answer any questions or be of service.

Sincerely,

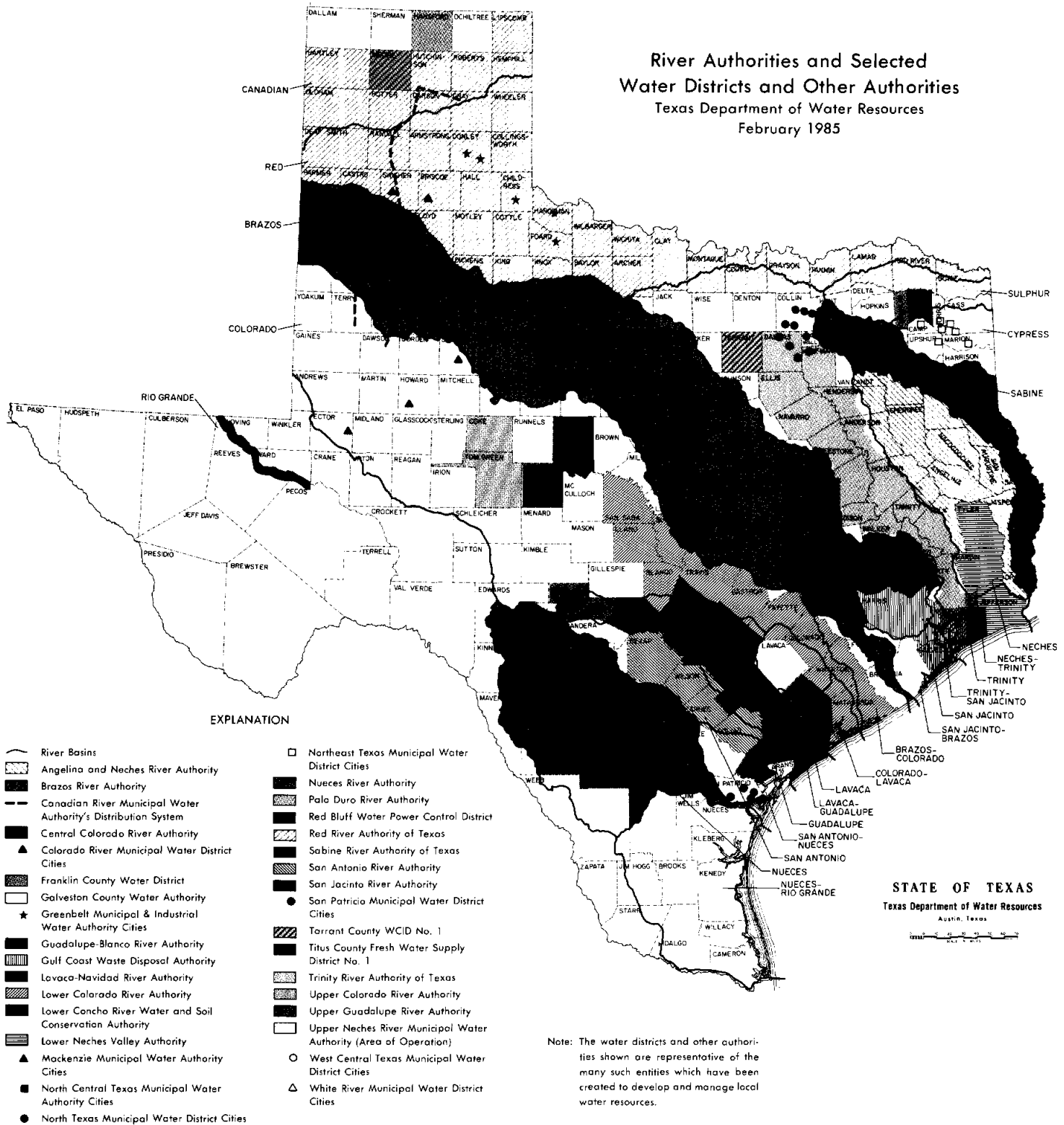
Ann M. Crafton  
Director of Marketing





# River Authorities and Selected Water Districts and Other Authorities

Texas Department of Water Resources  
February 1985



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# Certificate of Recognition

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*In recognition of your contribution to a better understanding and awareness of the importance of water as evidenced by your participation in the distribution of the Major Rivers fourth-grade water education program in Texas.*

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# Award

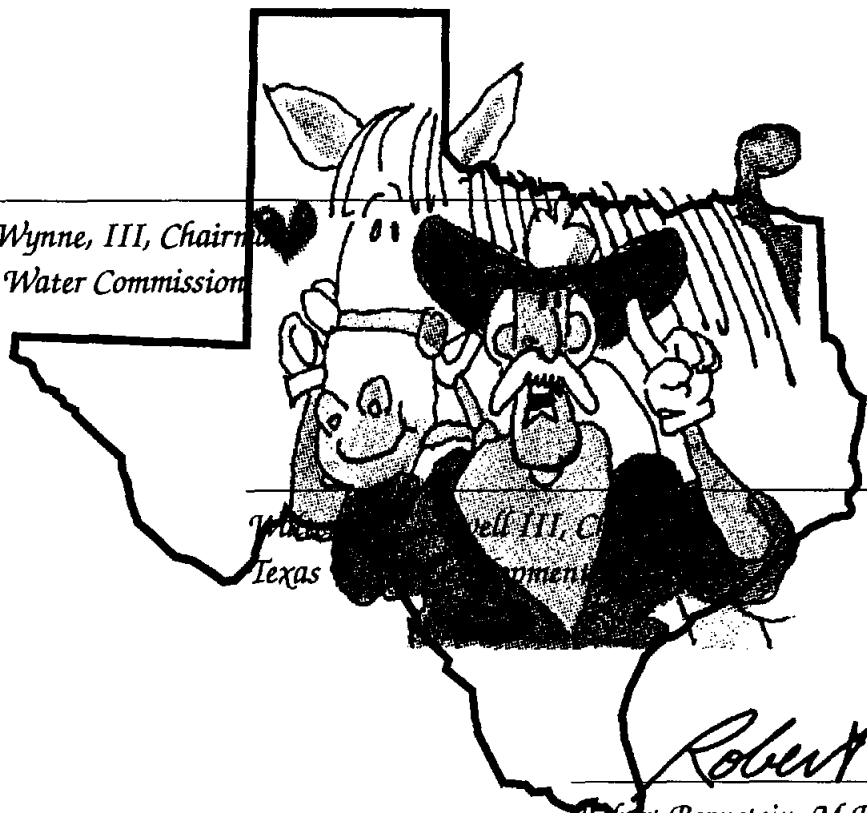
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*Presented To*

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*The  
Lavaca-Navidad  
River Authority*

*B. J. Wynne, III, Chairman  
Texas Water Commission*



*Water  
Texas*

*Wynne, III, C  
omment*

*Robert Bernstein*  
Robert Bernstein, M.D., F.A.C.P., Commissioner  
Texas Department of Health



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

<b>Order Placed By:</b>	Name: _____	Date: _____
	Title: _____	
	Department: _____	Telephone: _____

**BILL TO:** \_\_\_\_\_ **SHIP TO: (Street address please)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<p><b>PURCHASE ORDER</b> (Check one)</p> <p><input type="checkbox"/> Enclosed    <input type="checkbox"/> To Be Sent    <input type="checkbox"/> Not Required</p> <p>Number (if known) _____</p>	<p><b>*IMPRINTING</b> (Check one)</p> <p><input type="checkbox"/> Requested    <input type="checkbox"/> Need Information    <input type="checkbox"/> Not Requested</p>
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## MAJOR RIVERS

### Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Listed Price
	List	Less State Subsidy	Actual Cost		
<p><b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)</p>	\$45	(\$15)	\$30		
<p><b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)</p>	\$35	(\$5)	\$30		
	Materials Total				
	Imprinting Charge				
	Shipping Charge				
	<b>TOTAL</b>				

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

P.2/4  
5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

June 20, 1989

Ms. Karen O'Neal  
Harris-Galveston Coastal Subsidence District  
1660 W. Bay Area Blvd.  
Friendswood, TX 77546

Dear Karen:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

I am also sending a "Major Rivers" preview kit as you requested. The preview kit contains a sampling of the materials in the actual class set. There will be a video available very soon that will tie into the Major Rivers unit. I will send you a notification as soon as it is completed.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Harris-Galveston Coastal Subsidence District..

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

## HARRIS-GALVESTON COASTAL SUBSIDENCE DISTRICT

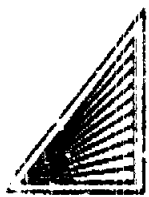
This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
<b>HARRIS COUNTY</b>		
Aldine ISD	2827	114
Alief ISD	2000	80
Channelview ISD	364	15
Crosby ISD	268	11
Cypress-Fairbanks ISD	2651	107
Deer Park ISD	719	29
North Forest ISD	1063	43
Galena Park ISD	1140	46
Goose Creek ISD	1340	54
Houston ISD	15676	628
Humble ISD	1399	56
Katy ISD	1321	53
Klein ISD	1806	73
La Porte ISD	582	24
Pasadena ISD	2840	114
Spring ISD	1242	50
Spring Branch ISD	1867	75
Tomball ISD	351	15
Sheldon ISD	285	12
Huffman ISD	156	7
<b>SUBTOTAL...</b>		<b>1606</b>
<b>GALVESTON COUNTY</b>		
Dickinson ISD	424	17
Galveston ISD	876	36
High Island ISD	21	1
La Marque ISD	430	18
Texas City ISD	480	20
Hitchcock ISD	105	5
Santa Fe ISD	312	13
Clear Creek ISD	1601	65
Friendswood ISD	238	10
<b>SUBTOTAL...</b>		<b>185</b>

From this chart you can see that you will need a total of 1791 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
1791 Major Rivers class sets @ \$40.00 each	\$71,640
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-17,910
Imprinting 1791 class sets of 25	960
Shipping (one location)	2,865
Total	<u>\$57,555</u>

\* Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

June 20, 1989

Donna D. Darling  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231  
Austin, TX 78711-3231

Dear Donna:

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At \$15 per class set, the \$60,000 provided by your three state agencies would subsidize 4,000 class sets for the coming school year. As you can see from the attached list provided by Ann Crafton, she has sent out proposals to river authorities and other local agencies totaling 8,038 classes. This number represents 100 percent of the 4th grades in these areas. Naturally, not all agencies will order for 100 percent of their classes.

We've also enclosed a revised order plank that reflects the \$15 subsidy, should your agencies agree to this recommendation.

Please let us know what is decided. We're pleased with the response to the program to date and with the leadership you are providing. Kay enjoyed the meeting in Dallas and being with you. Thank you.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:qk  
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cc: Ann Crafton

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Canadian River Municipal Water Authority	369
Tarrant County Water Control	615
Brazos River Authority	1591
Lower Neches River Authority	240
San Antonio Water Resources Management	708
Jones CountyFour-H	11
Lake Cities Municipal Utility Association	125
TOTAL.....	<u>8038</u>

Orders placed to date:

- Williamson County MUD #1 - 9 Class sets
- Lavaca-Navidad River Authority - 14 Class sets
- Soil Conservation Services - 1 Class set (as a pilot, no subsidy used)
- Red River Authority of Texas - 10 Class Sets & 2 Student packs (pilot)





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

June 22, 1989

Mr. Dan Copps  
Harris County Utility District #5  
P.O. Box 5447  
Kingwood, TX 77325

Dear Dan:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal for Humble ISD in Harris County. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

The Major Rivers video will be available within the next couple of weeks. Please let me know if you would like to see it. I will be glad to send you a copy for review.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Harris County Utility District #5.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

### HARRIS COUNTY UTILITY DISTRICT #5

This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
------------------------	---------------------------	-----------------------------

#### HARRIS COUNTY

Humble ISD	1399	56
------------	------	----

From this chart you can see that you will need a total of 56 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
56 Major Rivers class sets @ \$40.00 each	\$2,240
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-560
Imprinting 56 class sets of 25	100
Shipping (one location)	68
Total	<u>\$1,848</u>

\* Shipping costs are estimated and may vary slightly.

FRIENDS OF THE FRIO  
COLD SPRINGS LANE, BOX 1  
RIO FRIO, TEXAS 78879

June 22, 1989

Texas Water Commission  
Water Development Board  
Stephen F. Austin Building  
P. O .Box 13087  
Austin, Texas 78711

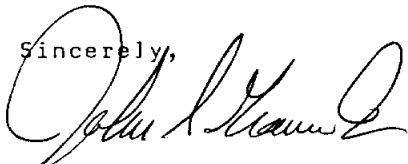
Dear Sirs:

Friends of the Frio is a non-profit organization with the purpose of conserving the natural resources of the Frio River and to educate the local community as well as visitors of these values.

We are hoping to compile a list of various governmental agencies that have some form of regulatory control of, or interest in the Upper Frio River Basin. This list would also include a synopsis of each agency's responsibilities and activities and would be distributed for information purposes to our members and general public. We would appreciate any information or publications you could send relative to your agency's involvement of State Rivers, more specifically, the Upper Frio River from Highway 90 to the headwaters.

We are attaching a list of those agencies that have some form of interest in rivers; again, we would appreciate your listing any additional agencies that you may know of.

Sincerely,



John S. Graves, Jr.

Education Committee  
Friends of the Frio

IN 28 13 11:11 LCRA 4 1-11-89

AISD 4TH GRADE  
TEACHERS PARTICIPATE  
IN MAJOR RIVERS WORKSHOP

For immediate release: June 26, 1989

Contact: Sylvia Womble Saenz

AUSTIN--Twelve Austin Independent School District teachers participated in a Major Rivers Water Education Program workshop conducted by the Lower Colorado River Authority last Thursday (June 22) at Murchison Middle School in North Austin.

The Major Rivers Water Education Program, specifically designed for LCRA's 10-county water district (San Saba County down the Colorado River to Matagorda County), will help fourth grade students learn about water quality and supply throughout Texas and how important it is to use water wisely. Major Rivers instructional units are provided to all elementary schools within the 10-county statutory district with LCRA resupplying the consumable student materials each year.

Each elementary school must send a teacher representative to a Major Rivers workshop to prepare for instruction of the course. "The workshop was approved for Texas Education Agency Career Ladder credit," said Wanda McMurray, LCRA Consumer Education Program Coordinator. "Teachers using the program will receive a full set of instructional materials for all fourth grade students free of charge," <sup>McMurray said</sup> "The attending teacher must conduct an informal inservice for the elementary school's remaining fourth grade teachers before materials can be made available to that school.

Participants at the workshop included Barbara Avalos,

Kocurek Elementary School; Pearlie Ellison, T. G. Har  
Elementary; Terrie Hernandez and Terri Ferguson, Webb Elementa  
Kathy Lozano, Allan Elementary School and Thelma Madison, Gull  
Elementary School. Also attending were Mary L. McDonald, Zil  
Elementary School; Cherie Palica, Metz Elementary School; Mar  
Strickland, Doss Elementary School; Cynthia Gorena, Daw  
Elementary and Theresa Ramirez-Mitchell, Barton Hills Elementa

Three state agencies, the Texas Water Commission, Te  
Water Development Board (TWDB) and Texas Health Department,  
currently promoting the sale of an adapted version of the Ma  
Rivers water education program for state-wide school  
beginning Fall 1989. Water-related agencies will have  
opportunity to purchase the instructional units for th  
regional school districts with the three state agenc  
subsidizing each unit sold.

Jimmy Pletz, City of San Antonio, audited the workshop  
review the benefits of acquiring the adapted version of the wa  
education program for San Antonio schools.

For more information about the adapted water educ  
program, ~~contact Donna Darling, TWDB Public Information, at~~  
~~463-7869.~~

LCRA developed the Major Rivers program in cooperatio  
a professional curriculum company, Education Deve  
Specialists of Lakewood, California.

Ann Crafton, at  
(213) 420-6814

EDS, representative  
-30-

475-2053

Kocurek Elementary School; Pearlie Ellison, T. G. Harris Elementary; Terrie Hernandez and Terri Ferguson, Webb Elementary; Kathy Lozano, Allan Elementary School and Thelma Madison, Gullett Elementary School. Also attending were Mary L. McDonald, Zilker Elementary School; Cherie Palica, Metz Elementary School; Martha Strickland, Doss Elementary School; Cynthia Gorena, Dawson Elementary and Theresa Ramirez-Mitchell, Barton Hills Elementary.

Three state agencies, the Texas Water Commission, Texas Water Development Board (TWDB) and Texas Health Department, are currently promoting the sale of an adapted version of the Major Rivers water education program for state-wide school use beginning Fall 1989. Water-related agencies will have the opportunity to purchase the instructional units for their regional school districts with the three state agencies subsidizing each unit sold.

Jimmy Pletz, City of San Antonio, audited the workshop to review the benefits of acquiring the adapted version of the water education program for San Antonio schools.

For more information about the adapted water education program, ~~contact Donna Darling, TWDB Public Information, at (512) 463-7869.~~

LCRA developed the Major Rivers program in cooperation with a professional curriculum company, Education Development Specialists of Lakewood, California.

EDS, representative  
30-  
Ann Crafton, at  
(213) 420-6814

475-2052

State of Texas  
Department of Water  
1000 R. West

Water Development Board  
1000 R. West

Water Conservation  
1000 R. West

June 26, 1989

John S. Graves, Jr.  
Friends of the Frio  
Cold Springs Lane, Box 1  
Rio FRio, Texas 78879

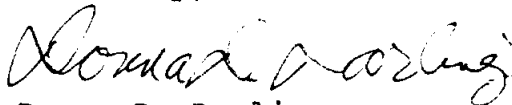
Dear Mr. Graves:

In response to your letter of June 22 addressed to the Water Commission and the Water Development Board, I have enclosed our general information kit. As you can see, the Board is primarily concerned with providing financial assistance for water supply, wastewater treatment, and flood control projects and with water conservation efforts.

As far as being involved specifically with rivers, I have enclosed a description of our new fourth-grade water education program, and would like to encourage your group to consider sponsoring the program by providing classroom sets to public school classrooms that would fall in the area along the Upper Frio River. To get a specific cost estimate, just use the postcard in the general information packet.

There is group called Friends for Rivers, Inc. headed by Ms. Dee Buck, 1296 Gruene Rd., New Braunfels, Tx. 78130.

Sincerely,



Donna D. Darling  
Director, Public Information & Education

Encl:

DRAFT

June 26, 1989

Dear \_\_\_\_\_:

Thank you once again for your interest in the Major Rivers water conservation program. You will be pleased to know that the video portion of the program has been completed and will be included in each class set. The Texas Water Commission, Texas Water Development Board and the Texas Department of Health have agreed to increase the amount of their subsidy to cover the additional cost of the video. I have enclosed the new order form showing the increased cost of the program. Your portion of the cost remains at \$30.00 per class set.

In order to take advantage of the state subsidy for the coming 1989-90 school year, your order must be received by August 1, 1989. The subsidy is offered on a first come, first serve basis and any monies not spent by September 1, 1989, will be returned to the state.

*, which is the beginning of the state's fiscal year,*  
Please feel free to call me if I can answer any questions or be of service. I look forward to working with you.

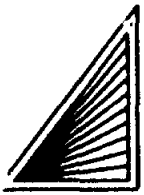
Sincerely,

Ann M. Crafton  
Director of Marketing

Enclosure

This will be on EDS stationary,  
I will enclosed my business card &  
a order form!





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

June 26, 1989

Dear \_:

Thank you once again for your interest in the Major Rivers water conservation program. You will be pleased to know that the video portion of the program has been completed and will be included in each class set. The Texas Water Commission, Texas Water Development Board, and Texas Department of Health have agreed to increase the amount of their subsidy to cover the additional cost of the video. I have enclosed the new order form showing the increased cost of the program. Your portion of the cost remains at \$30.00 per class set.

In order to take advantage of the state subsidy for the coming 1989-90 school year, your order must be received by August 1, 1989. The subsidy is offered on a first-come, first-serve basis, and any monies not spent by September 1, 1989, which is the beginning of the state's fiscal year, will be returned to general revenues.

Please feel free to call me if I can answer any questions or be of service. I look forward to working with you.

Sincerely,

Ann M. Crafton  
Director of Marketing

AMC:gk  
Enclosure

c: Donna Darling, TWDB

NAME\_LNAME\_

David Parsons  
SABINE RIVER AUTHORITY  
Post Office Box 487  
Quitman, TX 75783 David\_

Denise Ryan  
LAVACA-NAVIDAD RIVER AUTHORITY  
Post Office Box 429  
Edna, TX 77957 Denise\_

Jim Ed Miller  
General Manager  
RED BLUFF WATER POWER CONTROL DISTRICT  
111 West Second Street  
Pecos, TX 79772 Jim Ed\_

Mr. John Specht  
GUADALUPE-BLANCO RIVER AUTHORITY  
Post Office Box 271  
Seguin, TX 78156-0271 John\_

Mr. John Jadrosich  
Public Information Officer  
TRINITY RIVER AUTHORITY  
5300 S. Collins  
Arlington, TX 76004 John\_

Mr. John C. Williams  
CANADIAN RIVER MUNICIPAL WATER AUTHORITY  
Post Office Box 99  
Sanford, TX 79078 John\_

Gary Keil  
TARRANT COUNTY WATER CONTROL  
6506 Wells-Burnett Road  
Forth Worth, TX 76135 Gary\_

Mike Bukala  
BRAZOS RIVER AUTHORITY  
Post Office Box 7555  
Waco, TX 76714-7555 Mike\_

Dennis Becker  
LOWER NECHES RIVER AUTHORITY  
Post Office Drawer 3464  
Beaumont, TX 77704 Dennis\_

Gary Stanford  
JONES COUNTY 4-H  
Jones County Courthouse--Basement  
Anson, TX 79501 Gary\_

Karen O'Neal  
HARRIS-GALVESTON COASTAL SUBSIDENCE DISTRICT  
1660 W. Bay Area Boulevard  
Friendswood, TX 77546 Karen\_

\_Danny Johnson  
Director of Public Works  
CITY OF STEPHENVILLE  
354 N. Belknap Street  
Stephenville, TX 76401\_Danny\_

\_Dennis R. Masters  
Project Manager  
DALLAS COUNTY PARK CITIES  
MUNICIPAL UTILITY DISTRICT  
1811 Regal Row  
Dallas, TX 75235-2398\_Dennis\_

\_Mr. Ron Hilliard  
SOIL CONSERVATION SERVICES  
2464 I20 West  
Odessa, TX 79766-9113\_Ron\_

\_Mr. Jim Floetz  
CITY OF SAN ANTONIO  
WATER RESOURCES MANAGEMENT  
114 W. Commerce  
San Antonio, TX 78282\_Jim\_

\_Mr. Johnny Harris  
LAKE CITIES M.U.A.  
501 N. Shadyshores Road  
Lake Dallas, TX 75065\_Johnny\_

\_Pat Hohensee  
Extension Service  
Box 658  
Ballinger, TX 76821\_Pat\_

\_Dan Copps  
HARRIS COUNTY UTILITY DISTRICT #5  
Post Office Box 5447  
Kingwood, TX 77325\_Dan\_

\_David Harper  
President  
WILLIAMSON COUNTY MUD #1  
11500 El Salido Parkway  
Austin, TX 78750\_David\_

\_Sharon Faver  
RED RIVER AUTHORITY OF TEXAS  
520 Hamilton Building  
Wichita Falls, TX 76301\_Sharon\_



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

<b>Order Placed By:</b>	Name: _____ Date: _____
	Title/ Department: _____ Telephone: _____

<b>BILL TO:</b>	<b>SHIP TO:</b> (Street address please)
_____	_____
_____	_____
_____	_____

<b>PURCHASE ORDER</b> (Check one) <input type="checkbox"/> Enclosed <input type="checkbox"/> To Be Sent <input type="checkbox"/> Not Required Number (if known) _____	<b>*IMPRINTING</b> (Check one) <input type="checkbox"/> Requested <input type="checkbox"/> Need Information <input type="checkbox"/> Not Requested
---	---

## ***MAJOR RIVERS*** Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30		
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
	Materials Total				
	Imprinting Charge				
	Shipping Charge				
	<b>TOTAL</b>				

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Tami Malatek</u>	Date: <u>June 30, 1989</u>
	Title/ <u>Assistant to the Director of Planning and Development</u>	
	Department: <u>Planning &amp; Development</u>	
	Telephone: <u>3127379-5822</u>	

BILL TO:	SHIP TO: (Street address please)
<u>Guadalupe-Blanco River Authority</u>	<u>Guadalupe-Blanco River Authority</u>
<u>P. O. Box 271</u>	<u>933 East Court Street</u>
<u>Seguin, TX 78156-0271</u>	<u>Seguin, TX 78155</u>

Attn: Tami Malatek

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

Hold for camera-ready copy for imprint.

## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	200	\$6,000.00
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Materials Total					\$6,000.00
Imprinting Charge					\$180.00
Shipping Charge					\$315.00
<b>TOTAL</b>					<b>\$6,495.00</b>

Materials ordered using the state subsidy will be imprinted with the sponsor's name along with Texas Department of Health.

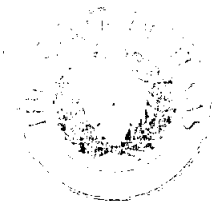
## Major Rivers

(\*) Note: This is a partial order. The second 1/2 of the order will be placed by Aug. 1<sup>st</sup>. Tami understands that the imprint charge will be slightly higher due to the split order. She does want us to process them separately!

Bill subsidy to:

Bill Colbert  
Office of Public Information  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087

200 class sets @ \$15<sup>00</sup> = \$3,000.<sup>00</sup>



STATE OF TEXAS

State Purchasing and General Services Commission

1711 San Jacinto  
P.O. Box 13047 Capitol Station  
Austin, Texas 78711-3047

COMMISSIONERS  
KENNETH R. EPLEY  
BOB DAVIS

LIAS B. "BUBBA" STEEN  
EXECUTIVE DIRECTOR

July 6, 1989

Allen Beinke  
Executive Director  
Texas Water Commission  
Stephen F. Austin Building  
1700 North Congress Avenue  
Austin, Texas 78701

RE: IAC (88-89) 1782

Dear Mr. Beinke:

Mr. John Staleski, Director for Audit, Centralized Services, has been granted the authority to sign contracts in my absence.

Attached is an approved copy of the referenced Interagency Cooperation Contract signed by Mr. Staleski in which you are the Performing Agency.

A copy is also being forwarded to the Receiving Agency listed below.

Sincerely,

A handwritten signature in cursive script, appearing to read "Aubrey Johnson".

Aubrey Johnson  
Director  
Centralized Services

AJ:gdm

Attachment

cc: Gladys Stansberry, Director of Accounting, Texas Water Development Board (580)

THE STATE OF TEXAS

INTERAGENCY COOPERATION CONTRACT

COUNTY OF TRAVIS

THIS CONTRACT AND AGREEMENT is entered into by and between the State agencies shown below as Contracting Parties, pursuant to the authority granted and in compliance with the provisions of "The Interagency Cooperation Act", Article 4413 (32) V.C.S.

I. CONTRACTING PARTIES:

The Receiving Agency: Texas Water Development Board (TWDB)

The Performing Agency: Texas Water Commission (TWC)

II. STATEMENT OF SERVICES TO BE PERFORMED: (See Instructions on Page 4)

The Office of Public Information of the TWC will serve as the primary contact for the distribution of "Major Rivers," a fourth-grade water education program- The TWC will be responsible for informing river authorities and other entities of the number of classrooms in their pertinent service area and half their service area, and who to contact to order "Major Rivers." The TWC, TWDB, and Texas Department of Health have committed \$20,000 each to be used as a subsidy for the purchase of classroom sets of this water education program. The Office of Public Information of the TWC will determine who is eligible to receive the subsidy. The TWC will also be the invoice co-ordinator with the supplier (Educational Development Specialists), billing each agency as orders are

III. BASES FOR CALCULATING REIMBURSABLE COSTS: (See Instructions on Page 4)

The TWC will bill the TWDB up to but not exceeding \$20,000 which will provide a subsidy of \$10 per classroom set for a total of 2000 sets. \$10.00 will be paid from the matching grant fund for each \$30 spent by a water entity for classroom sets--one classroom set of 25 costs a total of \$40.00. For every order of supplemental materials, the water entity will receive a subsidy of \$5.00.

TWC will bill TWDB \$10.00 per classroom set.

TWC will bill TWDB \$ 5.00 per set of student supplemental materials.

IV. CONTRACT AMOUNT:

The total amount of this Contract shall not exceed: \$20,000 Twenty thousand dollars  
(Words and figures)

V. PAYMENT FOR SERVICES: (See Instructions on Page 4)

Receiving Agency shall pay for services received from appropriation items or accounts of the Receiving Agency from which like expenditures would normally be paid, based upon vouchers drawn by the Receiving Agency payable to Performing Agency.

Payments for service performed shall be billed: monthly  
(Weekly, monthly, lump sum, etc.)

Payments received by the Performing Agency shall be credited to its current appropriation item(s) or account(s) from which the expenditures of that character were originally made.



VI TERM OF CONTRACT:

This Contract is to begin April 1, 1989, and shall terminate August 31, 1989 (Term of Contract cannot transcend the biennium.)

THE UNDERSIGNED CONTRACTING PARTIES do hereby certify that, (1) the services specified above are necessary and essential for activities that are properly within the statutory functions and programs of the affected agencies of State Government, (2) the proposed arrangements serve the interest of efficient and economical administration of the State Government, and (3) the services, supplies or materials contracted for are not required by Section 21 of Article 16 of the Constitution of Texas to be supplied under contract given to the lowest responsible bidder.

RECEIVING AGENCY further certifies that it has the authority to contract for the above services by authority granted in Texas Water Code, Section 6.190 (Statute, Constitution, Appropriation Bill)

PERFORMING AGENCY further certifies that it has authority to perform the services contracted for by authority granted in Texas Water Code, Section 5.229 (Statute, Constitution, Appropriation Bill)

SUBJECT TO THE APPROVAL of the State Purchasing and General Services Commission, the undersigned parties bind themselves to the faithful performance of this Contract. It is mutually understood that this Contract shall not become effective until approved by the State Purchasing and General Services Commission, and that such approval must be obtained prior to the beginning date of the Contract.

RECEIVING AGENCY

PERFORMING AGENCY

Texas Water Development Board  
Name of Agency  
By: [Signature]  
Authorized Signature  
Executive Administrator  
Title

Texas Water Commission  
Name of Agency  
By: [Signature]  
Authorized Signature  
Executive Director  
Title

Date: \_\_\_\_\_

Date: \_\_\_\_\_

EXAMINED and APPROVED this the 5th day of JULY, A.D., 19 89.

STATE PURCHASING AND GENERAL SERVICES COMMISSION

By: [Signature]  
Director, Centralized Services Division

## ATTACHMENT A

Per my February 14, 1989 conversation with Fred Niedermeyer, President of Educational Development Specialists (EDS), the working arrangement between the Texas Water Commission (TWC) and the Texas Water Development Board (TWDB) for the sale and distribution of "Major Rivers" would include the following:

1. Bill Colbert of the Office of Public Information of the TWC will be the primary contact with river authorities and other entities desiring to purchase "Major Rivers" classroom sets for fourth grade classrooms in their service area. Mr. Colbert will inform the river authority's or other entities' contact that the cost of the class sets are \$45.00 each. The TWC/TWDB will subsidize the programs purchase price at a cost of \$10.00 per class set and will be given a bulk discount of \$5.00 per class set by EDS, which will be passed along to the river authorities and other entities. The Texas Department of Health (TDH) has also committed \$20,000 to the water education program. The arrangements between the TWC and the TDH should be similar to this agreement. This brings the price of each class set down to \$30.00 to the river authority or other entity as an incentive to participate.

2. Mr. Colbert, using number of classrooms figures per river authority service area which have been provided by Educational Development Specialists (EDS), will tell the river authority contact how much it would cost to fund (1) their entire service area, and (2) half their service area (about 50% of the teachers would be expected to respond to a teacher brochure mailing). The river authority can then contact Ann Crafton or Sharian Burroughs at EDS (5505 E. Carson St., Suite 250, Lakewood, CA 90713; 213/420-6814) to determine how they want to implement the program and how many class sets they want. They can then place the order for the number of kits desired and designate the school districts that will receive the kits. They will also provide EDS with imprint information at that time.

Note: Although September 1989 has been set as the official target date for distribution of the "Major Rivers" program, EDS indicated that 300 classroom sets are already available and could be distributed this spring. If state funds are not available for matching a spring order, EDS would be willing to bill the state's \$10.00 portion as funds become available, providing EDS has a signed contract with TWC/TWDB by March 30, that states funds will be available no later than May 1, 1989. This would allow the river authorities or other entities to take advantage of the \$30.00 per set cost before next fall.

3. EDS will imprint the materials with Texas Water Commission, Texas Water Development Board, Texas Department of Health, and the name of the river authority. The river authority or other entity will be charged for imprinting and shipping. EDS will provide the river authority or other entity with a total cost for delivery to the designated school districts. EDS, the river authority or other entity will then mail teacher brochures to each fourth-grade teacher in the designated school district which when returned to EDS, the river authority, or other entity will entitle them to one classroom set. Some river authorities and other entities may elect to implement the program in another way, eg. teacher workshops.

4. When the order has been placed and fulfilled, EDS will bill the Texas Water Commission/Texas Water Development Board \$10.00 per kit purchased and will bill the river authority or other entity \$30.00 plus imprinting and shipping costs per kit ordered. EDS will bill TWC/TWDB monthly for all sets ordered by river authorities or other entities for that month.

5. In the "Major Rivers" classroom set, there is a Program Record Sheet which the teacher will return to the "Major Rivers Distribution Office" (EDS) after he/she has taught the two-week unit. A compilation of the test results and teacher reactions will be sent periodically to the sponsoring state agencies and river authorities or other entities.

6. The student booklets and take-home leaflets in each classroom set will have to be repurchased annually. River authorities or other entities who choose to provide classroom sets in 1989 will be contacted as to their desire to re-fund the consumable portions of the kit.



**Environmental  
Development  
Specialists**

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 6 1989

Ms. Karen Baker  
Johnson County Fresh Water Supply District #1  
101 Veatch Street  
Joshua, Texas 76058

Dear Karen:

Thank you for your interest in "Major Rivers", the Texas Water Conservation Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

I am also sending a "Major Rivers" class set with video as you requested. That should arrive in a couple of weeks. The subsidy will apply to your bulk order, but unfortunately, I am not permitted to extend the subsidy on single unit purchases.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Johnson County Fresh Water Supply District #1.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

## JOHNSON COUNTY FRESH WATER SUPPLY DISTRICT #1

This proposal outlines the specific numbers of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

School District      4th grade students      4th grade classrooms

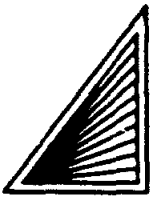
### JOHNSON COUNTY

Alvarado ISD	187	8
Burleson ISD	390	16
Cleburne ISD	407	17
Grandview ISD	59	3
Joshua ISD	237	10
Keene ISD	38	2
Rio Vista ISD	38	2
Venus ISD	87	4
Godley ISD	51	3
Liberty Chapel ISD	15	1
<b>SUBTOTAL...</b>		<b>66</b>

From this chart you can see that you will need a total of 66 Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
66 Major Rivers class sets @ \$45.00 each	\$2,970
Less TWC, TWDB, TDH subsidy @ \$15.00/class set	-990
Imprinting 66 class sets of 25	100
Shipping (one location)	118
Total	<u>\$2,198</u>

\* Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 10, 1989

Mr. David Freeman  
General Manager  
LOWER COLORADO RIVER AUTHORITY  
Post Office Box 220  
Austin, TX 78767

Dear Mr. Freeman:

I want to thank LCRA for its support of the Major Rivers water education program. The video component of the program was recently revised by Pat Fries and Richard Gaylord, working with Wanda McMurray, so it can be used by teachers throughout the state. The audio was retaped with Cactus Pryor, and the video footage was improved and expanded so that Major Rivers can carry the water conservation message to all fourth graders in Texas.

As you know, the other river authorities in Texas are now able to purchase the statewide version of the Major Rivers classroom program at a special price subsidized by the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health. Donna Darling of TWDB and Bill Colbert of TWC are doing a tremendous job of informing river authorities and local water agencies about the program, and several agencies have already placed substantial orders.

We're pleased that the entire state of Texas will benefit from LCRA's Major Rivers Program. The people at LCRA are to be commended for their fine work.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk

cc: Wanda McMurray  
Pat Fries

bcc: Donna Darling  
Kay Ice  
Ann Crafton

FYI  
from Ukanda

MAJOR RIVERS  
LCRA Water Education Program  
1988-89 Teacher Comments

"We all enjoyed the program very much. You might also provide a list of possible field trips in the Austin area. In my opinion, this is the best science unit in the fourth grade."

"I really feel the children learned a lot. The program was really neat! Good format. Great activities! Everything was so organized - easy to teach. Lots of reinforcement and review."

"I do not feel 10 periods is necessary to teach the program; 8 periods were sufficient for my class. Major Rivers/Aquifer are excellent figureheads and spokes characters for the program. The video is excellent as well. My students enjoyed the workbooks."

"It was one of our best learning experiences. We did the activity of drawing in the rivers on an outline map of the state and then using yarn to highlight the rivers. Well, the fat rivers on the map in the student booklet confused the students. They were using that map as their guide, and it made them think the rivers have to be drawn that "fat" on all maps! (This is but a minor problem.) THANK YOU! This is terrific! I am trying to spread environmental and resources awareness to students, parents and colleagues. This is a great tool!"

"They really enjoyed it. We wrote tall tales about Major Rivers and Aquifer. They came up with very creative stories about how Town Lake (Austin) was created, why the Colorado River is red, etc. I enjoyed teaching the unit."

"This unit fits in well with other curriculum we have in science and social studies."

"The materials were well organized and presentation was easy following the guide. As well as teaching the objectives that were intended, we also reinforced some lessons in geography. Thank you very much for these materials. I look forward to using them again next year."

"Students enjoyed working in the colorful booklets and doing the activities. I enjoyed teaching the unit - supplies for activities were easy to find. It is a very organized unit - easy to teach."

Major Rivers  
1988-89 Teacher Comments  
Page 2

"Students were very enthusiastic and they really enjoyed the extra activities. The materials were well organized and this made the presentation rather easy with the help of the guide. Many thanks for the materials."

"The entire kit is excellent! The material is clear and well organized. The visuals certainly enhance learning."

"They really enjoyed it. Everyone found it interesting. Major Rivers is great! I can't wait to do it next year."

"Very interested in educating parents. It was great!"

"Students enjoyed the colorful packets. Provide a map to practice the major rivers. Emphasis - maybe on the names of the rivers. On the Home Information Leaflet - when discussing water distribution cycle - home should be mentioned. I enjoyed teaching the program. The students were very enthusiastic about the program."

"Excellent program, students really enjoyed this material. Overall a very good program, most of the children improved their posttest score."

"I was very surprised at the amount of information they seemed to grasp. Excellent program!"

"Very good, concise information. Overall fantastic quality."

"They enjoyed the unit and looked forward to each lesson. This unit fits in well with our studies of Texas."

"The whole program was great! The "change" for my students was very noticeable. The students were enthusiastic throughout the 10 day study period of this unit. THANKS!"

"Great character - Fun to read! Excellent materials!"

"Students liked the character; activities were fun and held interest. Students enjoyed playing "baseball", more questions for this would be nice. The materials are excellent and are an exciting change from our text!"

"Their parents were amazed and pleased with their learning about water in Texas. It was very well organized and easy to follow. I liked many of the activities. I look forward to receiving materials to teach this unit next year."

"They enjoyed the film and the booklets. The program made the



Major Rivers  
1988-89 Teacher Comments  
Page 3

children aware of the many ways that water is wasted. They all decided to try and conserve water in every way possible."

"Students really liked it. The students were very excited about the program, and really became aware of water. As a teacher, I liked related activities and the thoroughness of the lesson plans. I am enclosing photos of my class doing some of the activities. I think you can see by the smiles on their faces that they enjoyed it. I will definitely teach it again next year. Audrey."

"I have a split group of "gifted" and "dyslexic" children. The gifted kids thought this was too easy and were bored. The dyslexic kids needed the repetition and seemed to enjoy this. They were also excited because they did pretty well on the posttest - so that was positive. The baseball game was a huge success for all. Next time, you might include more questions. You might want to make it a little tougher. I personally liked the program."

"This fits in nicely with our Texas Unit in Social Studies. There is confusion about question #10 on the tests. The teachers guide is excellent also."



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Chet Wiles</u>	Date: <u>7-10-89</u>
	Title/Department: _____	Telephone: <u>(713) 545-8721</u>

BILL TO:	SHIP TO: (Street address please)
<u>(SAME)</u>	<u>Chet Wiles</u>
<u>(Fort Bend) County</u>	<u>Tara Plantation M.U.D.</u>
	<u>196 Tara Plantation Dr.</u>
	<u>Richmond, TX 77469</u>

PURCHASE ORDER (Check one)			*IMPRINTING (Check one)		
<input type="checkbox"/> Enclosed	<input type="checkbox"/> To Be Sent	<input checked="" type="checkbox"/> Not Required	<input checked="" type="checkbox"/> Requested	<input type="checkbox"/> Need Information	<input type="checkbox"/> Not Requested
Number (if known) _____			*Must arrive by August 7th*		

## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	38	1,140 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Tara Plantation M.U.D. does not have a logo. Please imprint the following:					1,140 <sup>00</sup>
These materials have been provided by TARA PLANTATION M.U.D along with the Texas Water Commission, Texas Water Development Board and Texas Department of Health.					80 <sup>00</sup>
				Shipping Charge est. *	50 <sup>00</sup>
	<b>TOTAL</b>				\$ 1,270 <sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

Bill Subsidy to:

Bill Colbert  
Office of Public Information  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087

38 Class sets @ \$15<sup>00</sup> = \$570<sup>00</sup>



# Educational Development Specialists

5505 E. Carson St. • Suite 250 • Lakewood, CA 90713  
Telephone (213)420-6814 • FAX Phone (213)420-1485

## FACSIMILE LEAD SHEET

LEAD + 9 SHEETS

DATE 7-14-89

FROM: Ann Crafton

TO: COMPANY TWDB

LOCATION \_\_\_\_\_

ATTN Donna Darling FAX PHONE NO. (512)475-205

DEPT Public Information MAIL CODE \_\_\_\_\_

NOTES: ~~SPECIAL DELIVERY INSTRUCTIONS~~ ① Videos have been sent to those who have already rec'd class sets 7/14/89. ② copy of David Harper's order. ③ Teacher comments provided by LCRA - FYI.

*Ann*

PLEASE ADVISE IMMEDIATELY IF YOU HAVE ANY PROBLEMS RECEIVING THIS FACSIMILE TRANSMISSION....

Ship ① Major Rivers video + Bill to :

Ron Hullard  
Soil Conservation Services  
2464 I 20 West  
Odessa, TX 79766-9113

Bill \$5<sup>00</sup>

Bill the following video orders to:

Bill Colbert  
Office of Public Information  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087

9 Major Rivers videos @ 5<sup>00</sup>/each = \$45<sup>00</sup>

Ship to : David Harper  
President  
Williamson County M.U.D. #1  
11500 El Salido Parkway  
Austin, TX 78750

14 Major Rivers videos @ \$5<sup>00</sup>/each = \$70<sup>00</sup>.

Ship to : Denise Ryan  
Asst. General Manager for Administration  
Lavaca-Navidad River Authority  
Junction FM 1822 + FM 3131  
Edna, TX 77957



Ship 10 Major Rivers videos @ \$5<sup>00</sup>/each = \$50<sup>00</sup>

Ship to : Sharon Faver  
Red River Authority of Texas  
520 Hamilton Bldg.  
Wichita Falls, TX 76301



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Donna Darling</u>	Date: <u>7-14-89</u>
	Title/	
	Department: <u>IWDB - Public Info</u>	Telephone: _____

BILL TO:	SHIP TO: (Street address please)	(512)
<u>(SAME)</u>	<u>David Harper</u>	<u>258-4104</u>
	<u>President</u>	
	<u>Williamson County M.U.D #1</u>	
	<u>11500 El Salido Parkway</u>	
	<u>Austin, TX 78750</u>	

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Required

OK - per Donna

## MAJOR RIVERS

### Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30		
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30	9	270 <sup>00</sup>
Bill subsidy to: Bill Colbert Office of Public Information Texas Water Commission P.O. Box 13087 Capitol Station Austin, TX 78711-3087  9 SP's @ 5 <sup>00</sup> = \$45 <sup>00</sup>	Materials Total				270 <sup>00</sup>
	Imprinting Char				
	Shipping Charge				
	<b>TOTAL</b>				270 <sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
 Lakewood, CA 90713-3093  
 Telephone: (213) 420-6814  
 FAX: (213) 420-1485

Order Placed By:	Name: <u>Tami Malatek</u>	Date: <u>7-17-89</u>
	Title/Department:	Telephone: <u>(512) 379-5822</u>

<b>BILL TO:</b> <u>Tami Malatek</u> <u>Guadalupe-Blanco River Authority</u> <u>P.O. Box 271</u> <u>Sequin, TX 78150-0271</u>	<b>SHIP TO:</b> (Street address please) <u>Tami Malatek</u> <u>Guadalupe-Blanco River Authority</u> <u>933 E. Court.</u> <u>Sequin, TX 78155</u>
--	--

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

Bill subsidy  
 20 x 15<sup>00</sup> = 300<sup>00</sup>  
 to → Bill Colbert.

## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	20	600
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Materials Total					600.
Imprinting Charge					
Shipping Charge					
<b>TOTAL</b>					

add to previous order

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 18, 1989

—  
Dear \_:

As promised, I'm enclosing the Major Rivers video. This video has just been completed and will be included in each Major Rivers class set.

This video is for your review and should be included as a part of your preview kit. Please review the video and keep it as long as you need it.

I will be happy to answer any questions that you may have, please feel free to call me.

Sincerely,

Ann M. Crafton  
Director of Marketing

AMC:gk  
Enclosure

\_NAME\_LNAME\_

David Parsons  
SABINE RIVER AUTHORITY  
Post Office Box 487  
Quitman, TX 75783\_David\_

Denise Ryan  
LAVACA-NAVIDAD RIVER AUTHORITY  
Post Office Box 429  
Edna, TX 77957\_Denise\_

Jim Ed Miller  
General Manager  
RED BLUFF WATER POWER CONTROL DISTRICT  
111 West Second Street  
Pecos, TX 79772\_Jim Ed\_

Mr. John Specht  
GUADALUPE-BLANCO RIVER AUTHORITY  
Post Office Box 271  
Sequin, TX 78156-0271\_John\_

Mr. John Jadrosich  
Public Information Officer  
TRINITY RIVER AUTHORITY  
5300 S. Collins  
Arlington, TX 76004\_John\_

Mr. John C. Williams  
CANADIAN RIVER MUNICIPAL WATER AUTHORITY  
Post Office Box 99  
Sanford, TX 79078\_John\_

Gary Keil  
TARRANT COUNTY WATER CONTROL  
6506 Wells-Burnett Road  
Forth Worth, TX 76135\_Gary\_

Mike Bukala  
BRAZOS RIVER AUTHORITY  
Post Office Box 7555  
Waco, TX 76714-7555\_Mike\_

Dennis Becker  
LOWER NECHES RIVER AUTHORITY  
Post Office Drawer 3464  
Beaumont, TX 77704\_Dennis\_

Gary Stanford  
JONES COUNTY 4-H  
Jones County Courthouse--Basement  
Anson, TX 79501\_Gary\_

Karen O'Neal  
HARRIS-GALVESTON COASTAL SUBSIDENCE DISTRICT  
1660 W. Bay Area Boulevard  
Friendswood, TX 77546\_Karen\_

\_Danny Johnson  
Director of Public Works  
CITY OF STEPHENVILLE  
354 N. Belknap Street  
Stephenville, TX 76401\_Danny\_

\_Dennis R. Masters  
Project Manager  
DALLAS COUNTY PARK CITIES  
MUNICIPAL UTILITY DISTRICT  
1811 Regal Row  
Dallas, TX 75235-2398\_Dennis\_

\_Mr. Ron Hilliard  
SOIL CONSERVATION SERVICES  
2464 I20 West  
Odessa, TX 79766-9113\_Ron\_

\_Mr. Jim Ploetz  
CITY OF SAN ANTONIO  
WATER RESOURCES MANAGEMENT  
114 W. Commerce  
San Antonio, TX 78282\_Jim\_

\_Mr. Johnny Harris  
LAKE CITIES M.U.A.  
501 N. Shadyshores Road  
Lake Dallas, TX 75065\_Johnny\_

\_Pat Hohensee  
Extension Service  
Box 658  
Ballinger, TX , 76821\_Pat\_

\_Dan Copps  
HARRIS COUNTY UTILITY DISTRICT #5  
Post Office Box 5447  
Kingwood, TX 77325\_Dan\_

\_David Harper  
President  
WILLIAMSON COUNTY MUD #1  
11500 El Salido Parkway  
Austin, TX 78750\_David\_

\_Sharon Faver  
RED RIVER AUTHORITY OF TEXAS  
520 Hamilton Building  
Wichita Falls, TX 76301\_Sharon\_

**QUESTIONS AND ANSWERS FOR RIVER AUTHORITIES  
AND LOCAL WATER AGENCIES  
ABOUT THE MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM**

1. What is the Major Rivers Texas Water Education Program? It is a set of instructional materials for fourth-grade teachers in Texas. The materials allow teachers to teach a two-week unit on water education every year. The "stars" of the program are Major Rivers, an old-time cowboy who tells the kids everything they need to know about water in Texas, and his trusty white horse, Aquifer.
2. What do the children learn? Fourth graders learn about the water cycle and about the "major rivers" and aquifers that supply our water in Texas. They learn how river authorities and local water agencies distribute water to homes, schools, farms, and businesses. They learn how water is used in their homes and which uses require the most water. Finally, these ten-year-olds learn why they should not waste water and how they can use it wisely.
3. What materials are provided? Each teacher receives a class set containing a video cassette, a teacher guide, a wall poster, and 25 copies of all student and parent materials--a pretest and posttest, a colorful workbook, and a home activity booklet for parents. The program also contains a record sheet that teachers can use to record test scores and comments to be return to sponsors.
4. How do we know the program works? During the program's development in Texas, it was field tests in 11 fourth-grade classrooms. Students averaged 59 percent on the pretest of the program's water information (only slightly above guessing levels) and 87 percent on the posttest following instruction. Both students and teachers expressed highly favorable attitudes toward the program.
5. Will teachers want and use the program? During field testing, all teachers said they would teach the program again. They particularly like the fact that all materials and teaching procedures were provided in a colorful, easy-to-use fashion. They also appreciated the fact that the program is correlated to the Texas Education Agency's (TEA) essential elements for science and social studies at grade 4. Program sponsors can feel confident that most fourth-grade teachers in their areas will want and use the program, if provided.

6. How is Major Rivers different from other water education programs? Major Rivers is unique because it provides more than just information to schools about water. It provides measurable instruction and learning. Students really do learn about water, as substantiated by test scores returned to sponsors. Sponsors don't just distribute the program and then wonder what happened. They receive hard data every year to verify program use and success.
7. Who provides the program to schools? Texas River Authorities and/or their local water agencies will purchase the Major Rivers class sets and provide them to their schools at no cost. They will be able to purchase the program for this 1989-90 school year at a 33 percent cost reduction, thanks to a \$60,000 statewide subsidy grant from the Texas Water Commission (TWC), Texas Water Development Board (TWDB), and Texas Department of Health (TDH).
8. What does the program cost? A Major Rivers class set sells for \$45. However, the TWC, TWDB, and TDH are providing a \$15 subsidy so that river authorities and other local water agencies can purchase class sets for only \$30. (Sets of instructional materials of similar scope and quality as Major Rivers, when offered by regular educational textbook publishers nationwide, often sell for \$200 or more.)
9. How will river authorities and local water agencies benefit from providing Major Rivers to their schools? The most obvious benefit is that the majority of children will grow up knowing where water comes from and how it is distributed in their area. They'll also have an awareness of the problems and issues water agencies must face as population and demand continue to increase. Very likely, these impressionable fourth graders will grow up not wasting water, and they'll tell their parents about it too!

The Major Rivers program is a powerful public relations vehicle. Sponsors' names will be imprinted on the home activity booklet that is sent home to parents. Teachers and administrators will appreciate the program and will become even more interested utilizing field trips and other educational activities offered by sponsors. The success of the program in the classroom will offer many excellent opportunities for media coverage and features.



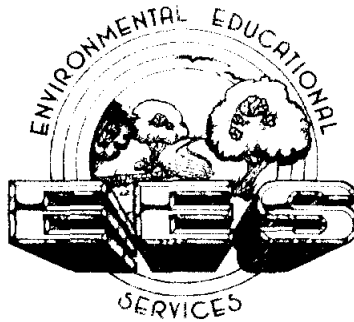
10. How do we order the program and get our subsidy from the state? Your eligibility for the \$15 subsidy per class set can be determined by contacting Donna Darling (512) 463-7869 at TWDB. Major Rivers class sets are then ordered from Educational Development Specialists (EDS). Contact Ann Crafton at (213) 420-6814 for order forms, preview kits, or help with planning.
11. How many class sets should we order? Ann Crafton at EDS can help you determine how many fourth-grade teachers are in your area and can prepare a county-by-county list. You can then order class sets for 25 to 50 to 100 percent of your teachers, depending on your funds, the availability of the state subsidy, and your method of distributing class sets to schools (see below).
12. How do we distribute Major Rivers to our schools? An important aid in implementing the program with schools is the Major Rivers teacher brochure. This brief leaflet explains the program to fourth-grade teachers and allows them to decide if they want to teach Major Rivers. The brochure contains a tear-off order card that teachers can fill in and mail to the sponsoring water agency or give directly to its representatives.

Ann Crafton at EDS can provide you with any number of these teacher brochures free. For a nominal cost, your agency's name, address, and message can be imprinted on the brochure, or you can imprint the brochure yourself.

Once you have the Major Rivers teacher brochure, there are a number of ways you can use it to implement the program:

- a. Direct mail. Mail a teacher brochure to every fourth-grade teacher or mail several to each school, depending on the size of the school. Estimates are that 40 to 60 percent of the teachers receiving the brochure will request the program by returning the card. (Ann Crafton at EDS can help you purchase mailing labels for your elementary schools and/or fourth-grade teachers). As you receive the order cards returned by teachers, you can UPS or deliver class sets from your agency, or for a service charge, you can have them sent UPS directly to teachers from EDS's packaging house in Austin.

- b. Teacher workshops. You can invite the fourth-grade teachers to attend a 45-minute after-school workshop in each school or district. During the workshop you can show teachers the Major Rivers video, explain the materials included in a class set, and provide teachers with background information about water and water issues in Texas generally and your area specifically. At the end of the workshop you can distribute teacher brochures so that teachers can fill out the order cards and give them to you. You can distribute class sets at the workshop or you can UPS/deliver them later depending on how many workshops you do, you can reach from 30 to 100 percent of your teachers with the method of implementation.
  - c. School district coordinators. You can meet with the superintendent and/or his or her designee (usually the Director of Curriculum or the Science Coordinator) in each of your school districts. After showing them the program materials, you can provide the district coordinator with enough teacher brochures for each fourth-grade teacher. The coordinator can then distribute brochures to teachers or conduct workshops on your behalf.
13. What happens after the first year? Educating children about water with the Major Rivers program is an ongoing commitment, not a one-shot activity. When teachers use Major Rivers for the first time, the tests, student booklets, and home activity booklets are written in and taken home. Each year thereafter the teachers needs to have these consumable materials replaced with a student pack. (The teacher continues to use the teacher guide, video, and other teacher materials provided in the original class set.) Currently, student packs are \$35, but local agencies pay only \$30, as the state provides a \$5 subsidy. For the 1990-91 school year and beyond, the state hopes to continue its subsidy program and to even increase the subsidy amount through contributions from private industry.



July 24, 1989

Ms. Donna D. Darling  
Director of Public Information  
Texas Water Development Board  
1700 North Congress  
P. O. Box 13231  
Austin, Texas 78711-3231

Dear Donna:

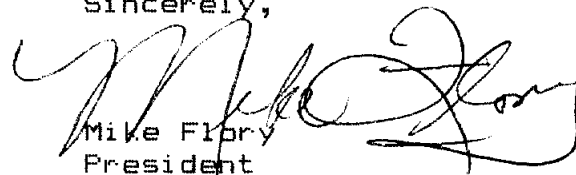
I appreciate the time spent with you and Mr. Harper last Thursday. I have already sent a letter to California in an effort to assist in the distribution of Major Rivers.

I feel, with my contacts and business relationships that I can aid in getting Major Rivers into the Harris County and Fort Bend School Districts.

I am looking forward to meeting with you in the future on Wally Water. Please be thinking of the age group or from your professional opinion who Wally Water and his family may be best suited for.

Once again, thank you for your time and please feel free to call me if I may assist in anyway possible.

Sincerely,

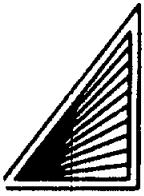


Mike Flory  
President  
Environmental Educational  
Services, Inc.

JMF/1f

*"Educating For A Safer Tomorrow"*

P.O. Box 281 • Missouri City, Texas 77459 • (713) 499-6119



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Owen Ivie  
General Manager  
Colorado River Municipal Water District  
P.O. Box 869  
Big Spring, TX 79720

Dear Owen:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

As you are aware, Wanda McMurray with LCRA distributed Major Rivers throughout her service area last school year. Wanda has shared with us the teacher comments that she received and I am passing them along to you. We are very pleased with the positive response to the program, as I'm sure you will be too.

Please feel free to call me if I can be of assistance. I look forward to hearing from you.

Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Ben Sims  
Chairman  
Lower Concho River Water & Soil Conservation Authority  
Route 1  
Paint Rock, TX 76866

Dear Ben:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

As you are aware, Wanda McMurray with LCRA distributed Major Rivers throughout her service area last school year. Wanda has shared with us the teacher comments that she received and I am passing them along to you. We are very pleased with the positive response to the program, as I'm sure you will be too.

Please feel free to call me if I can be of assistance. I look forward to hearing from you.

Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Laneal Maedgen  
Operations Manager  
Central Colorado River Authority  
P.O. Box 964  
Coleman, TX 76834

Dear Laneal:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

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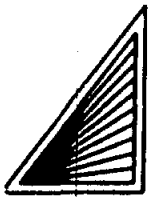
Please feel free to call me if I can be of assistance. I look forward to hearing from you.

Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Emmett Gloyna  
General Manager  
Lavaca-Navidad River Authority  
P.O. Box 429  
Edna, TX 77957

Dear Emmett:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

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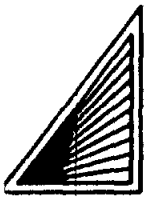
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Ronald Glen  
General Manager  
Red River Authority of Texas  
520 Hamilton Building  
Wichita Falls, TX 76301

Dear Ronald:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Everett Grindstaff  
Upper Colorado River Authority  
P.O. Drawer 269  
Ballinger, TX 76821

Dear Everett:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

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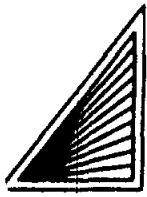
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Charlie Wiedenfeld  
Upper Guadalupe River Authority  
P.O. Box 1278  
Kerrville, TX 78028

Dear Charlie:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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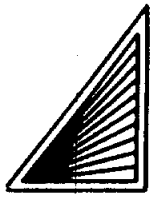
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Jack Ayer  
General Manager  
San Jacinto River Authority  
P.O. Box 329  
Conroe, TX 77305

Dear Jack:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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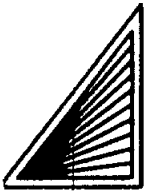
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Con Mims  
Executive Director  
Nueces River Authority  
P.O. Box 349  
Uvalde, TX 78802

Dear Con:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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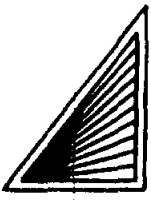
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Fred Pfeiffer  
General Manager  
San Antonio River Authority  
P.O. Box 9284, Guilbeau Station  
San Antonio, TX 78204

Dear Fred:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

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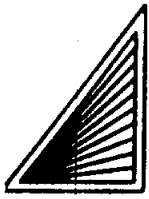
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Tommy Hebert  
General Manager  
Lower Neches Valley Authority  
P.O. Box 3464  
Beaumont, TX 77704

Dear Tommy:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Charles Thomas  
Executive Director  
Angelina & Neches River Authority  
P.O. Box 387  
Lufkin, TX 75901

Dear Charles:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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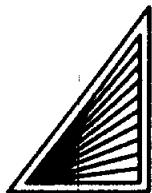
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

B.W. Burnes  
General Manger  
Upper Guadalupe River Authority  
P.O. Box 1278  
Kerrville, TX 78028

Dear Mr. Burns:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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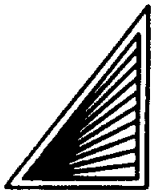
Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)





# Educational Development Specialists

5505 East Carson Street • Suite: 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Carson Hoge  
General Manager  
Brazos River Authority  
P.O. Box 7555]  
Waco, TX 76714-7555

Dear Carson:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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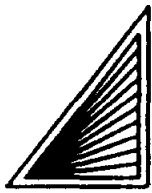
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Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

David Parsons  
Sabine River Authority  
Post Office Box 487  
Quitman, TX 75783

Dear David:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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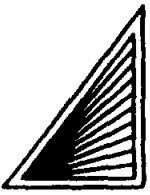
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Denise Ryan  
Lavaca-Navidad River Authority  
Post Office Box 429  
Edna, TX 77957

Dear Denise:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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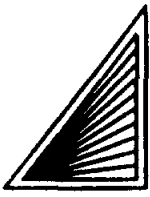
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Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420 6814

---

July 28, 1989

Jim Ed Miller  
General Manager  
Red Bluff Water Power Control District  
111 West Second St  
Pecos, TX 79772

Dear Jim Ed:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Tami Malatek  
Guadalupe-Blanco River Authority  
Post Office Box 271  
Seguin, TX 78156-0271

Dear Tami:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420 6814

July 28, 1989

John C. Williams  
Canadian River Municipal Water Authority  
Post Office Box 99  
Sanford, TX 79078

Dear John:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Gary Keil  
Tarrant County Water Control  
6506 Wells-Burnett Road  
Fort Worth, TX 76135

Dear Gary:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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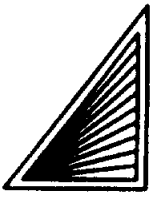
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Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Dennis Becker  
Lower Neches River Authority  
Post Office Drawer 3464  
Beaumont, TX 77704

Dear Dennis:

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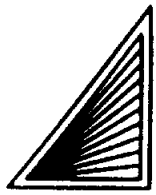
Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420 6814

July 28, 1989

Gary Stanford  
Jones County 4-H  
Jones County Courthouse-Basement  
Anson, TX 79501

Dear Gary:

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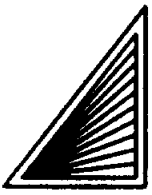
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Danny Johnson  
Director of Public Works  
City of Stephenville  
354 N. Belknap Street  
Stephenville, TX 76401

Dear Danny:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Karen O'Neal  
Harris-Galveston Coastal Subsidence District  
1660 W. Bay Area Boulevard  
Friendswood, TX 77546

Dear Karen:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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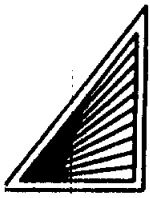
Please feel free to call me if I can be of assistance. I look forward to hearing from you.

Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Dennis Masters  
Project Manager  
Dallas County Park Cities  
Municipal Utility District  
1811 Regal Row  
Dallas, TX 75235-2398

Dear Dennis:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

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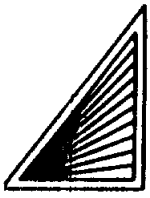
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Ron Hilliard  
Soil Conservation Services  
2464 120 West  
Odessa, TX 79766-9113

Dear Ron:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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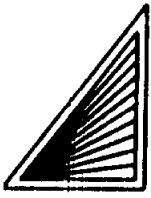
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Jim Ploetz  
City of San Antonio  
Water Resources Management  
114 W. Commerce  
San Antonio, TX 78282

Dear Jim:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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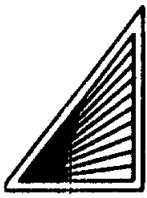
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Johnny Harris  
Lake Cities M.U.A  
501 N. Shadyshores Road  
Lake Dallas, TX 75065

Dear Johnny:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Please feel free to call me if I can be of assistance. I look forward to hearing from you.

Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Pat Hohensee  
Extension Service  
Box 658  
Ballinger, TX 76821

Dear Pat:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Dan Copps  
Harris County Utility District #5  
Post Office Box 5447  
Kingwood, TX 77325

Dear Dan:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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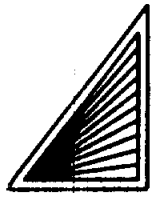
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

David Harper  
President  
Williamson County M.U.D.#1  
11500 El Salido Parkway  
Austin, TX 78750

Dear David:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

Lately, I've received a number of questions that are shared by more than one river authority or water agency. I've compiled a list of questions and answers and I've decided to distribute them among those who have expressed interest in the Major Rivers water education program. These questions and answers may help the concept of the program become more clear.

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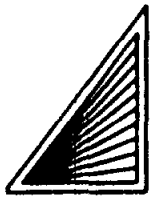
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Sharon Faver  
Red River Authority Of Texas  
520 Hamilton Building  
Wichita Falls, TX 76301

Dear Sharon:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Karen Baker  
Johnson County Fresh Water  
Supply District #1  
103 Veatch Street  
Joshua, TX 76058

Dear Karen:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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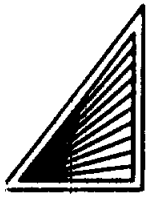
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Chet Wiles  
Tara Plantation M.U.D.  
196 Tara Plantation Dr.  
Richmond, TX 77469

Dear Chet:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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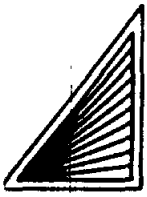
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Gary Askins  
Soil Conservation Service  
Highway 67 West  
Big Lake, TX 76932

Dear Gary:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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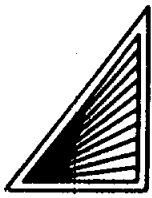
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Michael Heimer  
County Extension Agent  
Texas Agricultural Extension Service  
103 Commercial Circle Suite 100  
Conroe, TX 1989

Dear Michael:

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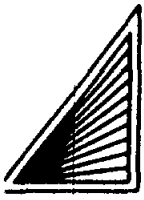
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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Carmon McCain  
Information Education Director  
High Plains Water District  
2930 Avenue Q  
Lubbock, TX 79405

Dear Carmon:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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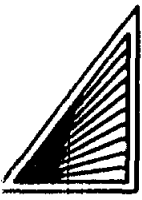
Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

July 28, 1989

Cheryl Taylor West  
Administrative Analyst  
Water Utilities  
City of Arlington  
P.O. Box 231  
Arlington, TX 76010

Dear Cheryl:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

July 28, 1989

Roy Douglas  
General Manager  
Upper Neches River Municipal Water Authority  
P.O. Drawer Y  
Palestine, TX 75801

Dear Roy:

At this point, I'm sure that you are in the process of arranging your subsidy and identifying your level of participation in the Major Rivers program.

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Sincerely,

Ann M. Crafton  
Director of Marketing

enclosures

cc: Donna Darling (TWDB)



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: David Parsons	Date: July 31, 1989
	Title/ Department: Sabine River Authority	Telephone: (409) 978-2262

<b>BILL TO:</b> Sabine River Authority of Texas P.O. Box 48 Quinn, Texas 75783	<b>SHIP TO:</b> (Street address please) Sabine River Authority of Texas P.O. Highway 288 Quinn, Texas 75783
---	--

<b>PURCHASE ORDER</b> (Check one) <input type="checkbox"/> Inland <input type="checkbox"/> To Be Sent <input checked="" type="checkbox"/> Not Required Number (if known):	<b>*IMPRINTING</b> (Check one) <input checked="" type="checkbox"/> Requested <input type="checkbox"/> Need Information <input type="checkbox"/> Not Requested Sabine River Authority of Texas
---	---

## MAJOR RIVERS Texas Water Education Program

*Bill now!*

	UNIT PRICE			No of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS KIT</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of all student materials)	\$45	(\$15)	\$30		
<b>STUDENT PACK</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Materials Total					\$120
Imprinting Charge					\$120
Shipping Charge					<i>to be charged when shipped</i>
<b>TOTAL</b>					\$3120

*Bill subsidy to:*  
 Bill Colbert  
 Office of Public Information  
 Texas Water Commission  
 P.O. Box 13087  
 Capital Station  
 Austin, TX 78711-3087

*100 @ \$15 = \$1,500*

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
 Lakewood, CA 90713-3093  
 Telephone: (213) 420-6814  
 FAX: (213) 420-1483

Order Placed By: Wanda  
 Name: Judi Hill Asst. Secty./Director Date: August 2, 1989  
 Title: Board of Directors  
 Department: Board of Directors Telephone: (214) 288-4477

**BILL TO:**  
 Dallas County W.C.I.D. #6  
 P.O. Box 80030  
 Balch Springs, TX 75180

**SHIP TO:** (Street address please)  
 Mesquite Independent School District  
 405 E. Davis Street  
 Mesquite, TX 75148  
 Attention: Linda Henry

**PURCHASE ORDER** (Check one)  
 Enclosed  To Be Sent  Not Required  
 Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)  
 Requested  Need Information  Not Requested

## MAJOR RIVERS Texas Water Education Program

*Hold for  
 Logo for impt*

	UNIT PRICE			No. of Items Ordered	Extended Price
	Lin	Less Subsidy	Actual Cost		
CLASS SET	<del>\$40</del> 45 <sup>00</sup>	(\$10)	\$30	10	\$300.00
STUDENT PACK	\$35	(\$5)	\$30	10	\$300.00
Materials Total					\$600.00
Imprinting Charge					80 <sup>00</sup>
Shipping Charge <i>est.</i>					32 <sup>00</sup>
<b>SUBTOTAL</b>					<b>712<sup>00</sup></b>

Bill subsidy to: (Paid now)  
 Bill Colbert  
 Office of Public Information  
 Texas Water Commission  
 P.O. Box 13087  
 Capital Station  
 Austin, TX 78711-3087  
 10 class sets @ 15<sup>00</sup> = 150<sup>00</sup>  
 10 student packs @ 5<sup>00</sup> = 50<sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with the Texas Department of Water



# SABINE RIVER AUTHORITY of Texas

A GOVERNMENTAL AGENCY  
OF THE  
*State of Texas*

409-746-2192

P. O. BOX 579  
ORANGE, TEXAS  
77630

August 4, 1989

Ms. Donna D. Darling  
Director/Office of Public  
Information & Education  
Texas Water Development Board  
P.O. Box 13231  
Capitol Station  
Austin, Texas 78711-3231

RE: "Major Rivers" Water Education  
Program

Dear Ms. Darling:

As you are aware through your recent contacts with Mr. David Parsons at our Lake Fork Division, the Authority's Board of Directors approved my recommendation for implementation of the above referenced program at our recent semi-annual board meeting.

We appreciate the opportunity to continue working with you through the TWC/TWDB/TDH cooperative education program. Your coordination assistance in this matter is sincerely appreciated.

Sincerely,

SABINE RIVER AUTHORITY OF TEXAS

A handwritten signature in cursive script that reads "Sam F. Collins".

Sam F. Collins  
Executive Vice-President and  
General Manager

SFC:DP:lw

8/11

Tanna -

This is just an update —

I have spoken with Peggy Fowler (The Upper Guadalupe River Authority) who requested ① MR preview kit today.

I spoke to Karen Baker (Johnson Co. Fresh Water) who ordered 10 class sets. She understands that delivery will be mid-October. Copy of order enclosed.

(Sabine R.A.)  
David Parsons estimated that he will be <sup>(ordering)</sup> purchasing an additional 275-300 class sets before Sept. 1

Dan Copps (Harris Co. #5) expects to order 70 class sets within this month. He is obtaining final approval.

Sue Epstein (JNS Consulting Engineers in Houston) requests information & a preview kit

Abba Anderson in the Governor's Office has requested EDs information and preview kits.

The teacher brochures will go to press the first of the week. Several of the R.A.'s have requested them to the distribution of U.R. These will be provided by EDs, F

Aug 11 '89 15:46

LCRA 473-3235

<b>News</b>
Lower Colorado River Authority
P. O. Box 220
Austin, Texas 78767
Telephone: (512) 473-3235

**WATER EDUCATION PROGRAM OFFERED STATEWIDE**

For immediate release: August 11, 1989

Contact: Sylvia Womble Saenz  
1-800-252-3633, x 3315 or 473-3315

AUSTIN--The Lower Colorado River Authority's Major Rivers Water Education program--an adapted version to be used statewide this fall--wrapped up this summer's teacher workshops last Thursday (August 10).

This fall, the Texas Water Development Board, the Texas Water Commission and the Texas Health Department will provide initial funding to begin statewide distribution of the Major Rivers program. With the state agencies subsidizing part of the price of the classroom kits, river authorities and other water related agencies can purchase the units for their area schools \$30 a kit.

"There are roughly 10,000 fourth grade classrooms in with 250,000 students," said Donna Darling, TWDB. "We (the state agencies) have a goal of providing 3,000 kits to fourth grade classrooms throughout Texas in this '89-'90 school year, especially during a time when water is becoming an increasingly precious commodity."

The Major Rivers Water Education Program was specifically designed for LCRA's 10-county water service area, extending from Saba County down the Colorado River to Matagorda County.

-more-

**News**

**Lower Colorado River Authority  
P. O. Box 220  
Austin, Texas 78767**

**Telephone: (512) 473-3235**

**WATER EDUCATION  
PROGRAM OFFERED STATEWIDE**

For immediate release: August 11, 1989

Contact: Sylvia Womble Saenz  
1-800-252-3633, x 3315 or 473-3315

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"There are roughly 10,000 fourth grade classrooms in Texas with 250,000 students," said Donna Darling, TWDB. "We (the three state agencies) have a goal of providing 3,000 kits to fourth grade classrooms throughout Texas in this '89-'90 school year, especially during a time when water is becoming an even more precious commodity."

The Major Rivers Water Education Program was originally designed specifically for LCRA's 10-county water district (San Saba County down the Colorado River to Matagorda County) to help



413-3228

fourth grade students learn about water quality and supply throughout Texas and how important it is to use water wisely. estimated 10,000 fourth-graders in LCRA's water area have the opportunity to benefit from the program, which features personality called Major Rivers and his horse, Aquifer.

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"The workshop was approved for Texas Education Agency Career credit," said Wanda McMurray, LCRA Consumer Education Program Coordinator. "Teachers using the program receive a free set of instructional materials for all fourth grade students free of charge," added McMurray. LCRA will resupply the consumer student materials each year.

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"Teachers who are outside of LCRA's water area and are interested in the water education program, need to contact local river authorities about getting their schools the materials," added Darling.

Interested teachers can also contact  
(213) 420-6814, distributors of the

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GENERAL OPERATING FUND  
 ONE GREENWAY PLAZA, SUITE 330 965-0087  
 HOUSTON, TEXAS 77042

1945

*8/16/89*

PAY TO THE ORDER OF

*Educational Development Specialists*

\$ 33.00

THE SUM 33 DOLS 00 CTS

DOLLARS



**Richmark Bank**

MEMBER FDIC  
 P. O. Box 19288  
 HOUSTON, TEXAS 77224-9288

*James A. Kline*  
*[Signature]*

FOR

⑈001945⑈ ⑈113003473⑈

⑈5855⑈

Order Placed By:	Name: <u>CYCOMP FINANCIAL GROUP INC</u>	Date: <u>9/18/89</u>
	Title/Department: <u>BOOKKEEPER</u>	Telephone: <u>(713) 965-0087</u>

BILL TO:	SHIP TO: (Street address please)
	MARY McVEIGH
	4007 POSTWOOD DRIVE
	SPRING, TEXAS 77388

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

# MAJOR RIVERS

## Texas Water Education Program

	UNIT PRICE	No. of Items Ordered	Extended Price
CLASS SET - <i>change in price of \$5 video tape added per. &amp; Dairing</i>	\$40 <u>5</u>	1	\$45.00
STUDENT PACK \$15.00 Subsidy (discount) <del>for Municipal Utility District</del>	\$35		-15.00
Materials Total			\$30.00
Imprinting Charge			
Shipping Charge			3.00



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

<b>Order Placed By:</b>	Name: <u>DAN COPPS, JR.</u>	Date: <u>AUGUST 21, 1989</u>
	Title/Department: <u>CONSTR. COORDINATOR</u>	Telephone: <u>713 358-4224</u>

<b>BILL TO:</b>	<b>SHIP TO: (Street address please)</b>
<u>HARRIS COUNTY U.D. #5</u>	<u>HARRIS COUNTY UTILITY DISTRICT #5</u>
<u>P. O. BOX 5447</u>	<u>3928 KINGWOOD DRIVE</u>
<u>KINGWOOD, TEXAS 77325</u>	<u>KINGWOOD, TEXAS 77339</u>

<b>PURCHASE ORDER (Check one)</b> <input type="checkbox"/> Enclosed <input type="checkbox"/> To Be Sent <input checked="" type="checkbox"/> Not Required Number (if known) _____	<b>*IMPRINTING (Check one)</b> <input checked="" type="checkbox"/> Requested <input type="checkbox"/> Need Information <input type="checkbox"/> Not Requested
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*TWC  
#I-5208*

## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	70	\$2100.00
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
<b>Materials Total</b>					\$2100.00
<b>Imprinting Charge</b>					
<b>Shipping Charge</b>					
<b>TOTAL</b>					

\* Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
 Lakewood, CA 90713-3093  
 Telephone: (213) 420-6814  
 FAX: (213) 420-1485

Order Placed By:	Name: <u>Karen Baker</u>	Date: <u>8-11-89</u>
	Title/ Department: _____	Telephone: <u>(817) (641) 9332</u>

BILL TO:	SHIP TO: (Street address please)
<u>Karen Baker</u>	<u>Karen Baker</u>
<u>Johnson County Fresh Water</u>	<u>Johnson County Fresh Water</u>
<u>P.O. Box 39</u>	<u>103 Veatch</u>
<u>Joshua, TX 76058</u>	<u>Joshua, TX 76058</u>

**PURCHASE ORDER (Check one)**

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING (Check one)**

Requested     Need Information     Not Requested

acid for logo

## MAJOR RIVERS

### Texas Water Education Program

estimated shipping date = Oct. 15.

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	10	300 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Please bill subsidy <u>Now</u> to: Bill Colbert Office of Public Information Texas Water Commission P.O. Box 13087 Capitol Station Austin, TX 78711-3087  10 CS @ 15 <sup>00</sup> = \$150 <sup>00</sup>	Materials Total				300 <sup>00</sup>
	Imprinting Charge				80 <sup>00</sup>
	Shipping Charge				18 <sup>00</sup>
	<b>TOTAL</b>				398 <sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Ben Powell</u>	Date: <u>8-14-89</u>
	Title/Department: <u>Treasurer</u>	Telephone: <u>(713) 288-7833</u>

BILL TO:	SHIP TO: (Street address please)
<u>SAME</u>	<u>Ben Powell</u> <u>4831 Diehlwood Pl.</u> <u>Spring, TX 77388</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) per Ben

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

Estimated shipping Date 10-15-89.

## MAJOR RIVERS Texas Water Education Program

Bridgestone Municipal Utility District.

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	8	240 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Materials Total					240 <sup>00</sup>
Imprinting Charge					80 <sup>00</sup>
Shipping Charge					14 <sup>40</sup>
<b>TOTAL</b>					\$ 334 <sup>40</sup>

Bill subsidy NONE to:  
Bill Colbert  
Office of Public Information  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087  
8 CS @ \$15<sup>00</sup> = \$120<sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

Date	Water Agency	# of Sets	Cost to Agency	Subsidy	Total
4/5	Williamson Co. MUD #1	9	270	135	405
5/8	Lavaca-Navidad R.A.	14	420	210	630
6/1	Soil Conservation Serv.	1	45	<del>0</del>	45
6/1	Red River Authority	10	300	150	450
"	" " Student PKG	2	60	10	70
6/30	Guadalupe-Blanco R.A.	200	6000	3000	9000
7/6	Johnson Co. Fresh Water	1	45	<del>0</del>	45
7/10	Tara Plantation M.U.D.	38	1140	570	1710
7/14 *	Anderson Mill MUD.	10	300	150	450
7/17	Guadalupe-Blanco R.A.	20	600	300	900
7/2	Dallas Co. WCID #6	10	300	150	450
"	" " Student PKG	10	300	50	350
7/31	Sabine River Authority	100	3000	1500	4500
8/11	Johnson Co. Fresh Water	10	300	150	450
8/14	Bridgestone M.U.D.	8	240	120	360
8/21	Harris Co. MUD #33	7	210	105	315
8/21	Dallas Co. Park Cities MUD	16	480	240	720
8/30	Jones Co 4-H	2	60	30	90
8/30	City of San Antonio	730	21900	10950	32850
9/1	Sabine River Authority	275	8250	4125	12375
9/1	City of Stephenville	4	120	60	180
9/6	Middle Concho Soil + Water	13	390	195	585
8/21	Harris Co. U.D. #5	70	2100	1050	3150
8/18	Cypresswood U.D.	1	45	<del>0</del>	45
9/21	BICMA P.U.D.	4	120	60	180
9/28	Brooksmith Water	4	120	60	180
10/4	Guadalupe-Blanco R.A.	30	900	450	1350
10/6	Red River Authority	8	240	120	360
(10/6)	SUB TOTAL	1607	48255	23940	72195
10/2	Wells Branch M.U.D.	5	150	75	225
10/24	SUB TOTAL	1612	48405	24015	72410
11/27	Colorado River Municipal Water Dist	6	180	90	270
7/1	Guadalupe-Blanco R.A.	54	1620	810	2430
12/29	Lower Neches Valley Auth.	150	4500	2250	6750
"	" SP.	5	125	50	175
1/5	Lower Neches Valley Auth.	50	1500	750	2250
"	" SP.	5	125	50	175
1/3	Cypresswood U.D.	2	60	30	90

# News

for immediate release  
contact: Donna Darling/512-463-7869  
Bill Colbert/512-463-8028

## MEET "MAJOR RIVERS"

### *THE STATE-WIDE PROGRAM THAT'S "BRIDGING THE GAP" IN TEXAS-SPECIFIC WATER EDUCATION*

AUSTIN (August 24, 1989)-- California has *Admiral Splash*, Kentucky has *Colonel Kentucky*, Florida has *Freddy the Alligator* and beginning this fall, Texas will have *Major Rivers*. Major Rivers and his trusty horse, Aquifer, will ride into the water consciousness of some 40,000 fourth-graders courtesy of three state agencies and a number of concerned river authorities, water districts, and municipal utility districts.

Major Rivers is a colorful, cartoon-filled, elementary-level water education package that includes a video, student booklet, teacher's guide, poster, and home leaflet. Originally conceived by the Lower Colorado River Authority (LCRA) and produced by Educational Development Specialists, the Major Rivers kit has become the state's answer to giving elementary school students access to information about water in Texas that is not available to them in current state-adopted textbooks.

LCRA used the Major Rivers kits in its service area last spring. The dramatic difference between student pre-test and posttest scores, as well as the positive comments from teachers, indicate that a lot of learning goes on during this two-week unit on water.

The importance of teaching Texans how to protect and conserve water is evidenced further by the fact that the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health are providing a subsidy to eligible political subdivisions wishing to purchase Major Rivers kits for the fourth-grade classrooms in their service area school districts. Besides LCRA, who will provide the program to 95 school districts again this fall, the Lavaca-Navidad, Red River, Sabine and Guadalupe-Blanco River Authorities have taken advantage of the state subsidy and are placing Major Rivers kits in the fourth-grade classrooms in their respective service areas.

Information on the Major Rivers program is available by writing the Major Rivers Distribution Center, 5505 East Carson Street, Suite 250, Lakewood, California 90713-3093.





718 WEST 5th ST. AUSTIN, TEXAS 78701 4774755

Herald-Zietung  
New Braunfels, Texas

AUG 17 1989

## LCRA offers education about water

The Lower Colorado River Authority's Major Rivers Water Education program — an adapted version to be used statewide this fall — wrapped up this summer's teacher workshops Aug. 10.

This fall, the Texas Water Development Board, the Texas Water Commission and the Texas Health Department will provide initial funding to begin statewide distribution of the Major Rivers program. With the state agencies subsidizing part of the price of the classroom kits, river authorities and other water-related agencies can

purchase the units for their area schools at \$30 a kit.

"There are roughly 10,000 fourth grade classrooms in Texas with 250,000 students," said Donna Darling of TDWB. "We (the three state agencies) have a goal of providing 3,000 kits to fourth grade classrooms throughout Texas in this 1989-90 school year, especially during a time when water is becoming an even more precious commodity."

The Major Rivers Water Education Program was originally designed for LCRA's 10-county water district (San Saba County down the Colorado River to Matagorda County) to help fourth-grade students learn about water quality and supply throughout Texas and how important it is to use water wisely. An estimated 10,000 fourth graders in LCRA's water area have the opportunity to benefit from the program, which features a personality called Major Rivers and his horse, Aquifer.

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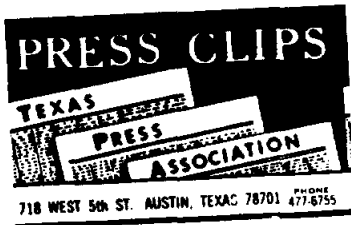
"The workshop was approved for Texas Education Agency Career Ladder Credit," said Wanda McMurray, LCRA Consumer Education Program Coordinator. "Teachers using the program receive a full set of instructional materials for all fourth grade students free of charge."

LCRA will resupply the consumable student materials each year.

LCRA developed the Major Rivers program in cooperation with a professional curriculum company, Education Development Specialists (EDS) of Lakewood, Calif.

"Teachers who are outside of LCRA's water area, yet are interested in the water education program, need to contract their local river authorities about getting their school equipped with the materials," added Darling.

Interested teachers can also contact Ann Crafton, EDS, at (213) 420-6814.



Herald  
Big Spring, Texas

AUG 27 1989

## 45 Cartoon character to teach kids about water

AUSTIN (AP) — A cartoon character named Major Rivers, with his trusty horse Aquifer, will help educate 40,000 fourth-graders about water beginning this fall.

Major Rivers, the main character in the state's elementary-level water education package, joins several other cartoon mascots in water education programs around the nation.

California has Admiral Splash, Kentucky has Colonel Kentucky and Florida has Freddy the Alligator.

The Lower Colorado River

Authority conceived the idea and used the kits in its service area last spring, the Texas Water Development Board said.

The board, Texas Water Commission and Department of Health are providing a subsidy to eligible political subdivisions that want to buy Major Rivers kits.

Besides LCRA, which will provide the program to 95 school districts again this fall, the Lavaca-Navidad, Red River, Sabine and Guadalupe-Blanco river authorities have taken advantage of the subsidy.

## PRESS CLIPS



718 WEST 5th ST. AUSTIN, TEXAS 78701 PHONE 477-6755

Register  
Gainesville, Texas

AUG 25 1989

### 'Major Rivers' to teach about water resources

By The Associated Press

AUSTIN — A cartoon character named Major Rivers, with his trusty horse Aquifer, will help educate 40,000 fourth-graders about water beginning this fall.

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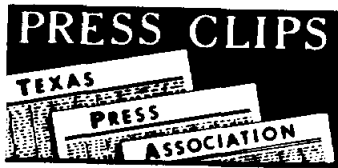
The Lower Colorado River Authority conceived the idea and used the kits in its service area last spring, the Texas Water Development Board said.

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Banner-Press  
Brenham, Texas

AUG 27 1989



Blanco Co. News  
Blanco, Texas

AUG 16 1989

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*Major Rivers'*

## Classroom kits teach water quality

The Lower Colorado River Authority's Major Rivers Water Education program--an adapted version to be used statewide this fall--wrapped up this summer's teacher workshops last Thursday, (August 10).

This fall, the Texas Water Development Board, the Texas Water Commission and the Texas Health Department will provide initial funding to begin statewide distribution of the Major Rivers program. With the state agencies subsidizing part of the price of the classroom kits, river authorities and other water-related agencies can purchase the units for their area schools at \$30 a kit.

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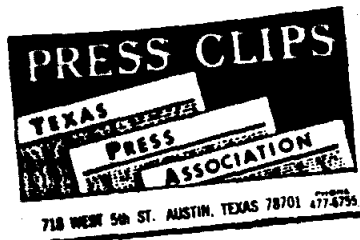
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"Teachers who are outside of LCRA's water area, yet are interested in the water education program, need to contact their local river authorities about getting their school equipped with the materials," added Darling.

Interested teachers can also contact Ann Crafton, EDS, at (213) 420-6814, distributors of the kits.



Advertiser  
Bastrop, Texas

AUG 17 1989 aursd

# LCRA wraps up teacher summer workshops

108 4  
The Lower Colorado River Authority's Major Rivers Water Education program--an adapted version to be used statewide this fall--wrapped up this summer's teacher workshops August 10.

This fall the Texas Water Development Board, the Texas Water Commission and the Texas Health Department will provide initial funding to begin statewide distribution of the Major Rivers program. With the state agencies subsidizing part of the price of the classroom kits, river authorities and other water-related agencies can purchase the units for their area schools at \$30 a kit.

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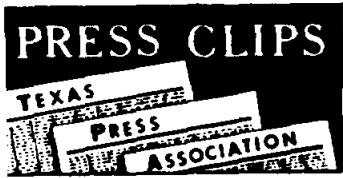
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718 WEST 5th ST. AUSTIN, TEXAS 78701 PHONE 477-8756

Sticker  
Schulenburg, Texas

AUG 17 1989

## Water Education Program Offered

The Lower Colorado River Authority's Major Rivers Water Education Program -- an adapted version to be used statewide this fall <sup>4/5</sup> wrapped up this summer's teacher workshops Thursday, Aug. 10.

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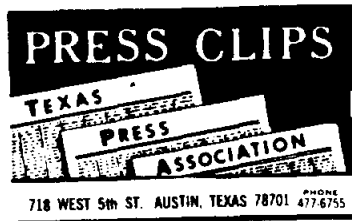
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Newsboy  
Luling, Texas  
AUG 17 1989

## Water education program is offered statewide

45  
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"There are roughly 10,000 fourth grade classrooms in Texas with 250,000 students," said Donna Darling, TWDB. "We (the three state agencies) have a goal of providing 3,000 kits to fourth grade classrooms throughout Texas in the 1989-90 school year, especially during a time when water is becoming an even more precious commodity."

The Major River Water Education Program was originally designed specifically for LCRA's 10-county water district (San Saba County down the Colorado River to Matagorda County) to help fourth grade students learn about water quality and supply throughout Texas and how important it is to use water wisely. An estimated 10,000 fourth-graders in LCRA's

water area have the opportunity to benefit from the program, which features a personality called Major Rivers and his horse, Aquifer.

Ninety-one elementary schools sent teacher representatives to Major River workshops to prepare for instruction of the course. Attendance at a workshop is required to teach the unit. LCRA is cooperating with the Austin Independent School District to instruct the 18 remaining schools in its water area.

"The workshop was approved for Texas Education Agency Career Ladder credit," said Wanda McMurray, LCRA Consumer Education Program Coordinator. "Teachers using the program receive a full set of instructional materials for all fourth grade students free of charge," added McMurray. LCRA will resupply the consumable student materials each year.

LCRA developed the Major River program in cooperation with a professional curriculum company, Education Development Specialists (EDS) of Lakewood, California.

"Teachers who are outside of LCRA's water area, yet who are interested in the water education program, need to contact their local river authorities about getting their school equipped with the materials," added Darling.

Interested teachers can also contact Ann Crafton, EDS, at (213) 420-6814, distributors of the kits.

# Sample Cost Proposal

## LAVACA NAVIDAD RIVER AUTHORITY

Your service area, Jackson County, is comprised of three school districts. The following information was comprised using the 1988 T.E.A. guide.

<u>School District</u>	<u>4th grade students</u>	<u>4th grade classrooms</u>
Edna ISD	120	5
Ganado ISD	48	2
Industrial ISD	64	3

From this chart we can see that you will need a total of 10 Major Rivers class sets to supply the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
10 Major Rivers class sets @ \$40.00 each	\$400
Less TWC, TWDB, TDH subsidy @ \$10.00/class set	-100
Imprinting 10 class sets of 25	80
Shipping (one location)	13
Total	----- \$393

- Shipping costs are estimated and may vary.



## *Major Rivers* The Answer to an Education Committee's Prayer

That's right...just a check and a phone call and your education committee can disband for the year. "Major Rivers" is a fourth-grade water education program that is teacher friendly and committee affordable.



Major Rivers and his horse Aquifer made their debut in January in Austin, initiating the first water education program for Texas elementary school students. Produced by the Lower Colorado River Authority in co-operation with the Texas Education Agency and Educational Development Specialists, "Major Rivers" helps students learn about the importance of water, water quality, and conservation measures. The program supplements the limited amount of "Texas water information" currently found in state-adopted textbooks.

Okay...we're interested. Where do we call?

Currently, the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health are offering a subsidy of \$10 per classroom set to political subdivisions interested in purchasing "Major Rivers" for the fourth-grade classrooms in their service areas. The cost to the political subdivision will be \$30.00 per classroom set.

Ann Crafton of Educational Development Specialists at 213/420-6814 in Lakewood, California can provide your political subdivision with a cost proposal based on the number of fourth-grade classrooms in your area. Some river authorities are planning to fund a portion of their service areas (the Lower Colorado River Authority has already provided the program to all of the fourth-grade classrooms in its service area). You may want to call your local river authority before placing your order.



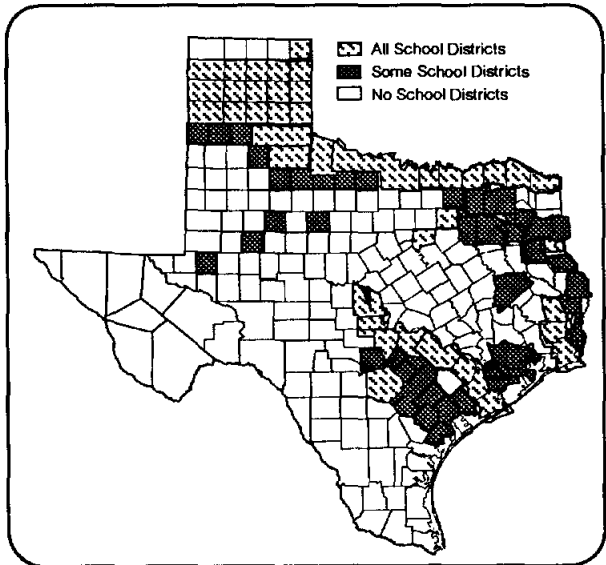
## MAJOR RIVERS KEEPS ON ROLLIN' ACROSS TEXAS

By the end of the 1989-90 school year, more than 50,000 Texas fourth graders will have met "Major Rivers." The "Major Rivers" Texas-specific water education program keeps on rolling across Texas as more and more river authorities, municipal utility districts, water districts, soil and water conservation districts and cities dedicate their education budgets to the effort. Two state agencies, the Texas Water Commission and the Texas Water Development Board, are also subsidizing the program.

"Major Rivers" is a colorful, cartoon-filled, two-week water education unit that includes a video, student booklet, teacher's guide, poster, and home leaflet. Originally conceived by the Lower Colorado River Authority and produced by Education Development Specialists, the "Major Rivers" kit has become the state's answer to giving elementary school students access to information about water in Texas that is not available in current state-adopted textbooks.

Information on the "Major Rivers" program is available by writing the Major Rivers Distribution Center, 5505 East Carson Street, Suite 250, Lakewood, California 90713-3093.

**This map indicates those counties with school districts that have used or will be using *Major Rivers* this school year. While introducing *Major Rivers* to some 50,000 of the state's fourth graders this first year is a real accomplishment, there are still 200,000 fourth graders who did not get to meet *Major Rivers*. Water entities interested in sponsoring the water education program in their area should contact the *Major Rivers Distribution Center* at (213) 420-6814.**





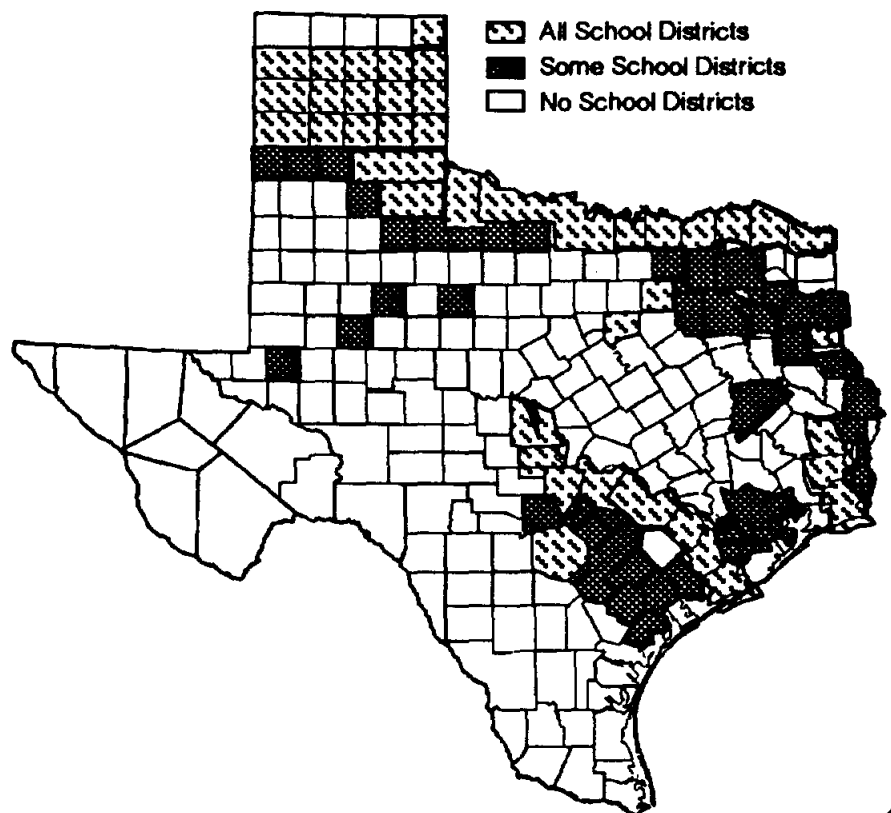
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# News

for immediate release  
contact: Donna Darling/512-463-7869  
Bill Colbert/512-463-8028

## MEET "MAJOR RIVERS"

### *THE STATE-WIDE PROGRAM THAT'S "BRIDGING THE GAP" IN TEXAS-SPECIFIC WATER EDUCATION*

AUSTIN (August 24, 1989)-- California has *Admiral Splash*, Kentucky has *Colonel Kentucky*, Florida has *Freddy the Alligator* and beginning this fall, Texas will have *Major Rivers*. Major Rivers and his trusty horse, Aquifer, will ride into the water consciousness of some 40,000 fourth-graders courtesy of three state agencies and a number of concerned river authorities, water districts, and municipal utility districts.

Major Rivers is a colorful, cartoon-filled, elementary-level water education package that includes a video, student booklet, teacher's guide, poster, and home leaflet. Originally conceived by the Lower Colorado River Authority (LCRA) and produced by Educational Development Specialists, the Major Rivers kit has become the state's answer to giving elementary school students access to information about water in Texas that is not available to them in current state-adopted textbooks.

LCRA used the Major Rivers kits in its service area last spring. The dramatic difference between student pre-test and posttest scores, as well as the positive comments from teachers, indicate that a lot of learning goes on during this two-week unit on water.

The importance of teaching Texans how to protect and conserve water is evidenced further by the fact that the Texas Water Commission, the Texas Water Development Board, and the Texas Department of Health are providing a subsidy to eligible political subdivisions wishing to purchase Major Rivers kits for the fourth-grade classrooms in their service area school districts. Besides LCRA, who will provide the program to 95 school districts again this fall, the Lavaca-Navidad, Red River, Sabine and Guadalupe-Blanco River Authorities have taken advantage of the state subsidy and are placing Major Rivers kits in the fourth-grade classrooms in their respective service areas.

Information on the Major Rivers program is available by writing the Major Rivers Distribution Center, 5505 East Carson Street, Suite 250, Lakewood, California 90713-3093.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Margaret Cox</u>	Date: <u>8-21-89</u>
	Title/ Department: _____	Telephone: <u>(713) 893-5786</u>

<b>BILL TO:</b> <u>Harris Co. MUD #33</u> <u>Attn: Julian C. Reeves, inc.</u> <u>1506 Whispering Pines</u> <u>Houston, TX 77055</u>	<b>SHIP TO: (Street address please)</b> <u>Margaret Cox</u> <u>14138 Magnolia Springs</u> <u>Houston, TX 77066</u>
---	---

**PURCHASE ORDER (Check one)**

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING (Check one)**

Requested     Need Information     Not Requested

Harris County Municipal

Utility District #3

## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	7	210 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
<b>Materials Total</b>					210 <sup>00</sup>
<b>Imprinting Charge</b>					80 <sup>00</sup>
<b>Shipping Charge</b>	estimate				12 <sup>60</sup>
<b>TOTAL</b>					302 <sup>60</sup>

Bill subsidy immediately to:  
Bill Colbert  
Office of Public Information  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087  
7 CS @ \$15<sup>00</sup> = \$105<sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

*F.Y.I.*

Order Placed By:	Name: <u>Dennis Masters</u>	Date: <u>8-21-89</u>
	Title/ Department: _____	Telephone: <u>(214) 631-8540</u>

BILL TO:	SHIP TO: (Street address please)
<u>SAME</u>	<u>Dennis Masters</u>
	<u>Dallas Co. Park Cities M.U.D.</u>
	<u>1811 Regal Row</u>
	<u>Dallas, TX 75235</u>

**PURCHASE ORDER** (Check one)

Enclosed  To Be Sent  Not Required

Number (if known) # 10711

**\*IMPRINTING** (Check one)

Requested  Need Information  Not Requested

Dallas County Park Cities

## MAJOR RIVERS Texas Water Education Program

*Municipal Utility District.*

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	16	480 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Bill subsidy <u>immediately</u> to:	Materials Total				480 <sup>00</sup>
Bill Colbert office of Public Information Texas Water Commission P.O. Box 13087 Capitol Station Austin, TX 78711-3087	Imprinting Charge				80 <sup>00</sup>
	Shipping Charge <i>estimate</i>				28 <sup>80</sup>
16 CS @ \$15 <sup>00</sup> = \$240 <sup>00</sup>	<b>TOTAL</b>				588 <sup>80</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



CONTACT RECORD

Date: 8-30-89  
Consultant: Ann  
How contact made: I called  
Person with whom contact made: Karen O'Neal  
Position:  
Company: Harris Galveston Coastal Subsidence District  
Address:  
Phone: (713) 486-7311

- Ann
- Fred
- Gwen
- Kay
- Jean
- Mae
- Shari:
- Other

Notes: I have been working with Karen to get major  
- issues into her service area. she got it passed through  
all the channels and presented the idea to  
the board of directors yesterday. I called to  
see how it went. The board rejected the  
proposal on several issues:

- ① They agreed to provide to all or none in their service area
- ② They have a total office staff of 17 & budget of \$1,000,000
- ③ Their contribution would have exceeded \$55,000.
- ④ The attorney who holds a board position felt that it  
would be "strong-arm" tactics to ask those MUDs whom  
they regulate to participate in the project.
- ⑤ The size of the project is beyond Harris-Galveston  
Coastal Subsidence's scope.
- ⑥ Their attorney-director felt that they may realize some  
Planned Action: legal problems if they asked the local agencies  
to participate.
- ⑦ They feel that a project of this size is best left  
to the River Authorities.

Reply:

Ni Donna -

Donna -  
 The read + ans  
 to Cindy Egan 9/1/89

I hope you had a nice vacation!  
 When you get a chance, will you give me  
 a call. I have a couple of questions.

① Remember we were having problems, a few  
 weeks ago, receiving payment of the  
 subsidy. The problem has been resolved.  
 The TWC accounting department said that  
 the Health Department's money never came  
 in and that's why we weren't paid. They  
 have resolved that issue by issuing the  
 check from the TWC and TWDB's accounts.  
 Does this mean we should remove TDH from  
 the imprints on the Major Rivers kits?  
 Please advise.

② To date, we have billed \$21,675<sup>00</sup> in subsidy.  
 Are we okay? Does this mean we can  
 sell \$18,325 (or) \$38,325 worth of subsidy?

③ Please see the attached contact record  
 re: Harris Halveston Coastal Subsidence District.  
 (F.V.I.)

Ann





# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>David Parsons</u>	Date: <u>9-1-89</u>
	Title/Department: <u>Sabine River Authority</u>	Telephone: <u>(214) 878-2262</u>

BILL TO:	SHIP TO: (Street address please)
<u>Sabine River Authority of TX</u>	<u>Sabine River Authority</u>
<u>P.O. Box 487</u>	<u>E.M. Highway 288</u>
<u>Quitman, TX 75783</u>	<u>Quitman, TX 75783</u>
	<u>Attn: David Parsons</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

Use imprint from 7/31 order.

## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	275	\$8,250. <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
	Materials Total				\$8,350. <sup>00</sup>
	Imprinting Charge				110. <sup>00</sup>
	Shipping Charge <i>estimate</i>				495. <sup>00</sup>
	<b>TOTAL</b>				<b>8,955.<sup>00</sup></b>

Bill subsidy now to:  
Bill Colbert  
Office of Public Information  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087

275 CS @ \$15 = \$4,125.<sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

**Educational Development Specialists**

Type:      Yes      No  
Distribution      File

**CONTACT RECORD**

- Ann
  - Fred
  - Gwen
  - Kay
  - Jean
  - Mae
  - Sharian
  - Other
  - Donna Darling
- (FAXED)

89

W

I called

Contact made: Mike Bukala

Position: \_\_\_\_\_

Company: Brazos River Authority

Address: Waco, TX

Phone: (817) 776-1441

Notes:

I called Mike to ascertain his level of interest in Major Rivers for this fall. Mike said that the Brazos River Authority Board has decided to "do nothing" with Major Rivers this fall. There isn't money in the budget for this project. He did say however, that they have agreed to discuss budgeting for the program in Spring 1990. Mike suggested that I check in then. He claims that he thinks the chances are good for getting budgeting in Spring.

Planned Action:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Reply:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





CONTACT RECORD

Date: 9-5-89

Consultant: Ann

How contact made: I called

Person with whom contact made: Mary Keil → Wayne Owen  
Education Coordinator

Position: \_\_\_\_\_

Company: Warrant County Water

Address: P.O. BOX 4508

Fort Worth, TX 76106

Phone: (817) 237-8585 (817) 335-2491

- Ann
- Fred
- Gwen
- Kay
- Jean
- Mae
- Sharian
- Ocher
- Donna Darling

Notes: Mary made initial inquiry & then referred everything to Wayne Owen - Educ. Coordinator.

I called Wayne Owen to find out what his interest level is and how many major Rivers class sets he will want to order. He said school just started, but he will probably order around 10 class sets. We continued talking & Wayne asked me what other water agencies are doing. I told him about Sabine R.A., San Antonio R.A., Guadalupe-Blanco R.A., etc... and he seemed surprised. He said he may need to beef-up his original estimate & that this new information (about the other R.A.'s participation) puts pressure on him to do more. He would like to see the teacher

Planned Action: brochures as soon as they are available. He expects to order within the next 6-8 weeks.

Reply:

# Major Rivers Orders

<u>Date</u>	<u>Water Agency</u>	<u># of Sets</u>	<u>Cost</u>	<u>Subsidy</u>
4-5-89	Williamson County M.U.D.#1	9	\$ 270	\$ 135
5-8-89	Lavaca-Navidad River Authority	14	420	210
6-1-89	Soil Conservation Services	1	45	0
6-1-89	Red River Authority of Texas	10	300	150
" "	" " " "	2*	60	10
6-30-89	Guadalupe-Blanco River Authority	200	6000	3000
7-6-89	Johnson County Fresh Water Supply #1	1	45	0
7-10-89	Tara Plantation M.U.D.	38	1140	570
7-14-89	Williamson County M.U.D. #1	9*	270	45
7-17-89	Guadalupe-Blanco River Authority	20	600	300
8-2-89	Dallas County W.C. I. D. #6	10	300	150
" "	" " " "	10*	300	50
7-31-89	Sabine River Authority of Texas	100	3000	1500
8-11-89	Johnson County Fresh Water Supply #1	10	300	150
8-14-89	Bridgestone Municipal Utility Dist.	8	240	120
8-21-89	Harris County M.U.D. #33	7	210	105
8-21-89	Dallas County Park Cities M.U.D.	16	480	240
8-30-89	Jones County 4-H	2	60	30
8-30-89	City of San Antonio, City Water Board	730	21900	10950
	San Antonio R.A., Bexar M.W.D.			
9-1-89	Sabine River Authority of Texas	275	8250	4125
9-1-89	City of Stephenville	4	120	60
9-6-89	Middle Concho Soil & Water	13	390	195
8-21-89	Harris County Utility District #5	70	2100	1050
8-18-89	Cypresswood Utility District	1	45	0
TOTAL...		1560	\$46,845	\$23,145

\* Indicates Student Packs, all others are Class Sets

# Major Rivers Orders

<u>Agency</u>	<u># of Sets</u>	<u>Cost</u>	<u>Subsidy</u>	<u>Total</u>
San Antonio County M.U.D. #1	9	\$ 270	\$ 135	\$ 405
San Antonio River Authority	14	420	210	630
San Antonio Conservation Services	1	45	0	45
San Antonio Authority of Texas	10	300	150	450
" "	2*	60	10	70
San Antonio Blanco River Authority	200	6000	3000	9000
San Antonio County Fresh Water Supply #1	1	45	0	45
San Antonio Station M.U.D.	38	1140	570	1710
San Antonio County M.U.D. #1	9*	270	45	315
San Antonio Blanco River Authority	20	600	300	900
San Antonio County W.C. I. D. #6	10	300	150	450
" "	10*	300	50	350
San Antonio River Authority of Texas	100	3000	1500	4500
San Antonio County Fresh Water Supply #1	10	300	150	450
San Antonio Metropolitan Municipal Utility Dist.	8	240	120	360
San Antonio County M.U.D. #33	7	210	105	315
San Antonio County Park Cities M.U.D.	16	480	240	720
San Antonio County 4-H	2	60	30	90
San Antonio San Antonio, City Water Board	730	21900	10950	32850
San Antonio Rio R.A., Bexar M.W.D.				
San Antonio River Authority of Texas	275	8250	4125	12375
San Antonio Stephenville	4	120	60	180
San Antonio Rancho Soil & Water	13	390	195	585
San Antonio County Utility District #5	70	2100	1050	3150
San Antonio Flood Utility District	1	45	0	45
	1560	\$46,845	\$23,145	\$69,990

Packs, all others are Class Sets

9/12/89



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: Gary Askins	Date: 9-6-89
	Title/ Department:	Telephone: (915) 884-2182

BILL TO:	SHIP TO: (Street address please)
Middle Concho Soil + Water Conservation District P.O. Box 90 Big Lake, TX 76932	Gary Askins Soil Conservation Service Hwy 67 West Big Lake, TX 76932

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known): \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

These materials have been provided by:

## MAJOR RIVERS Texas Water Education Program

Middle Concho Soil and Water Conservation District along with TWC, TWB & TDH.

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	13	390 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Bill subsidy <u>now</u> to: Bill Colbert Office of Public Information Texas Water Commission P.O. Box 13087 Capitol Station Austin, TX 78711-3087	Materials Total				390 <sup>00</sup>
	Imprinting Charge				50 <sup>00</sup>
	Shipping Charge <i>estimate</i>				25 <sup>00</sup>
	<b>TOTAL</b>				

13 CS @ 15<sup>00</sup> = 195<sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

Betty B. Dugat  
Barbers Hill Independent School Dist.  
P. O. Box 1108  
Mont Belvieu, Texas 77580  
September 8, 1989

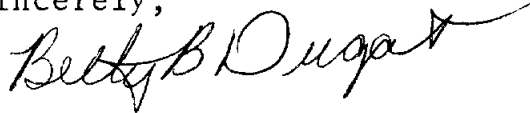
Texas Water Commission  
Box 130787  
Capitol Station  
Austin, Texas 78711

713-383-2486

Dear Sir:

Please send me your elementary-level water education package starring Major Rivers. Water education will be taught to 125 fourth graders in our district. If there is a charge, please bill me.

Sincerely,



Betty B. Dugat



**CHANNELVIEW INDEPENDENT SCHOOL DISTRICT**

**B. H. HAMBLIN, SUPERINTENDENT**

**1403 SHELDON ROAD**

**CHANNELVIEW, TEXAS 77830**

September 21, 1989

Texas Water Commission  
P.O. Box 13087  
Capital Station  
Austin, TX 78711-3087


Dear Sir,

I am very much interested in acquiring the kit called Major Rivers and his trusty horse aquifer for fourth graders.

Please notify me in regards to the cost of the kit and if you accept Purchase Orders or a check.

Thank you so much for your time and consideration.

Sincerely,



Marjorie Barker  
Elementary Coordinator



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>John Chamberlain</u>	Date: <u>9-21-89</u>
	Title/Department: _____	Telephone: <u>(713) 241-5491</u>

BILL TO:	SHIP TO: (Street address please)
<u>John Chamberlain</u>	<u>Mrs. Maryana Richardson</u>
<u>Bilma Public Utility District</u>	<u>Principal</u>
<u>116927 Windy Pine Dr.</u>	<u>Kuehler Elem. School</u>
<u>Spring, TX 77379</u>	<u>5510 Winding Ridge Dr.</u>
	<u>Klein, TX 77379</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number of known \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Required

Bilma P.U.D.

Use address on Record sheets

## MAJOR RIVERS

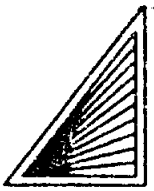
### Texas Water Education Program

These materials have been provided by Bilma Public Utility District along with

	UNIT PRICE			No. of Kits Ordered	Extension Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	4	120 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Materials Total					120 <sup>00</sup>
Imprinting Charge					50 <sup>00</sup>
Shipping Charge					7 <sup>25</sup>
<b>TOTAL</b>					177 <sup>25</sup>

Bill subsidy to:  
Bill Colbert  
Office of Public Information  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713 3093 • (213) 420-6814

September 22, 1989

Dear

I am pleased to enclose a copy of the new Major Rivers teacher brochure. For a limited time, we are offering **FREE** Major Rivers teacher brochures. These teacher brochures are an excellent way for you to promote the Major Rivers water education program directly to the teachers in your service area. As you will see, the teacher brochure clearly defines the program, its objectives and contents, as well as provides a tear-off portion so the teacher can request program materials from you.

I would like to invite you to take advantage of our **FREE** offer for the Major Rivers teacher brochures. Simply call or write, and I will send you enough brochures to reach every teacher in your service area. Please note that these brochures will be shipped flat so that you can place your return address on the backside before they are folded. Call today and tell me how many **FREE** teacher brochures to send.

Sincerely,

Ann M. Crafton  
Director of Marketing

AMC:gk  
Enclosure

cc: Donna Darling, TWDB  
Bill Colbert, TWC

P.S. I have enclosed a list of the water agencies who have already purchased the Major Rivers program. This list may be helpful in sharing implementation ideas or success stories with each other.



# LAVACA-NAVIDAD RIVER AUTHORITY

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Post Office Box 429  
Edna, Texas 77957  
512-782-5229

September 26, 1989

Ms. Ann M. Crafton  
Director of Marketing  
Educational Development Specialists  
5505 East Carson Street, Suite 250  
Lakewood, California 90713-3093

Dear Ann:

Please forward the Lavaca-Navidad River Authority twenty (20) FREE teacher brochures for Major Rivers. I plan to use them to collect orders for the 1991 school year.

Major Rivers class sets were delivered in our county earlier this month and the reception was tremendous. Enclosed is a newsclip of delivery at a local school.

Your continued assistance in this program is appreciated.

Sincerely,

Denise Ryan  
Assistant General Manager  
for Administration

Enclosure



# TEXAS WATER DEVELOPMENT BOARD

Walter W. Cardwell, III, Chairman  
James H. Coleman, Vice Chairman  
Glen E. Roney, Member

1001 N. Congress Avenue, Suite 1000  
Austin, Texas 78701

1001 N. Congress Avenue, Suite 1000  
Austin, Texas 78701  
Telephone: (512) 463-1000

September 26, 1989

Mr. Mike Ezell  
Texas Department of Health  
1100 West 49th Street  
Austin, Texas 78756

Dear Mike,

Per our conversation yesterday, I am forwarding a copy of the proposed certificate that would be presented to public sector entities who are supporting the distribution of the "Major Rivers" fourth-grade water education program. (see list of participants).

Please ask Dr. Bernstein if he would be willing to sign such a certificate, and if so, would he please provide me with his signature so that our graphics staff can trace it on future certificates. Or, if he would prefer, we can forward the certificates for actual signature.

TWDB Executive Director Sonny Kretzschmar has agreed to sign the certificate, and TWC Commissioner Buck Wynn have been asked to sign but has not yet replied.

I will be on vacation through Oct. 10 and back in the office on the 11th. Also, I would appreciate your mentioning the loss of the \$20,000 to Dr. Bernstein to see if there may be a remedy as the popularity of the program is increasing and the subsidy will really be needed.

Thanks for your assistance.

Sincerely,

Donna D. Darling  
Director, Public Information



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Sherry Bailey</u>	Date: <u>9-28-89</u>
	Title/ Department: _____	Telephone: <u>(915) 646-5731</u>

BILL TO: <u>Sherry Bailey</u> <u>Brooksmith Water</u> <u>P.O. Box 27</u> <u>Brownwood, TX 76804</u>	SHIP TO: (Street address please) <u>Sherry Bailey</u> <u>Brooksmith Water</u> <u> Hwy 377 South of Kruger Hill</u> <u>Brownwood, TX</u> <u>76804</u>
--	---

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

## MAJOR RIVERS

### Texas Water Education Program

*Brooksmith Water*

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	4	120
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Materials Total					120-
Imprinting Charge					50-
Shipping Charge				est.	750
<b>TOTAL</b>					17750

Bill subsidy to:  
Bill Colbert  
Office of Public Info.  
Texas Water Commission  
P.O. Box 13087  
Capitol Station  
Austin, TX 78711-3087

4CS @ 15.00 = \$60.00

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

Donna



STATE OF TEXAS

State Purchasing and General Services Commission  
1711 San Jacinto P.O. Box 13047 Capitol Station  
Austin, Texas 78711-3047  
(512) 463-3438

CHAIRMAN  
PHILLIP A. ARONOFF  
COMMISSIONERS  
KENNETH R. EPLEY  
ROBERT E. DAVIS  
EXECUTIVE DIRECTOR  
LIAS B. "BUBBA" STEEN  
DIRECTOR FOR  
CENTRALIZED SERVICES  
AUBREY JOHNSON

October 3, 1989

Allen Beinke  
Executive Director  
Texas Water Commission  
Stephen F. Austin Building  
1700 North Congress Avenue  
Austin, Texas 78701

RE: IAC (90-91) 0423

Dear Mr. Beinke:

Attached is an approved copy of the referenced  
Interagency Cooperation Contract in which you are the  
Performing Agency.

A copy is also being forwarded to the Receiving Agency  
listed below.

Sincerely,

Aubrey Johnson  
Director  
Centralized Services

AJ:gdm

Attachment

cc: Gladys Stansberry, Director of Accounting, Texas Water  
Development Board (580)

THE STATE OF TEXAS

INTERAGENCY COOPERATION CONTRACT

COUNTY OF TRAVIS

THIS CONTRACT AND AGREEMENT is entered into by and between the State agencies shown below as Contracting Parties, pursuant to the authority granted and in compliance with the provisions of "The Interagency Cooperation Act", Article 4413 (32) V.C.S.

I. CONTRACTING PARTIES:

The Receiving Agency: Texas Water Development Board (TWDB)

The Performing Agency: Texas Water Commission (TWC) VID #

II. STATEMENT OF SERVICES TO BE PERFORMED: (See instructions on Page 4)

The Office of Public Information of the TWC will serve as the primary contact for the distribution of "Major Rivers," a fourth-grade water education program. The TWC will be responsible for informing river authorities and other entities of the number of classrooms in their pertinent service area and half their service area, and who to contact to order "Major Rivers." The TWDB, TWC and Texas Dept. of Health have committed \$20,000 each to be used as a subsidy for the purchase of classroom sets of this water education program. The Office of Public Information of the TWC will determine who is eligible to receive the subsidy. The TWC will also be the invoice coordinator with the supplier (Educational Development Specialists), billing each agency as orders are placed.

III. BASES FOR CALCULATING REIMBURSABLE COSTS: (See instructions on Page 4).

The TWC will bill the TWDB up to but not exceeding \$19,495 which will provide a subsidy of \$15.00 per classroom set for a total of 1299 sets. \$15.00 will be paid from the matching grant fund for each \$30 spent by a water entity for classroom sets -- one classroom set of 25 costs a total of \$45.00. For every order of supplemental materials, the water entity will receive a subsidy of \$5.00.

TWC will bill TWDB \$15.00 per classroom set.

TWC will bill TWDB \$5.00 per set of student supplemental materials.

IV. CONTRACT AMOUNT:

The total amount of this contract shall not exceed: \$Nineteen Thousand Four Hundred Ninety Five  
(Words and figures)  
\$19,495.00

V. PAYMENT FOR SERVICES: (See instructions on Page 4)

Receiving Agency shall pay for services received from appropriation items or accounts of the Receiving Agency from which like expenditures would normally be paid, based upon vouchers drawn by the Receiving Agency payable to Performing Agency.

Payments for service performed shall be billed monthly  
(Weekly, monthly, lump sum, etc)

Payments received by the Performing Agency shall be credited to its current appropriation item(s) or account(s) from which the expenditures of that character were originally made.



VI. TERM OF CONTRACT:

This Contract is to begin September 1, 1989, and shall terminate August 31, 1991 (Term of Contract cannot transcend the biennium.)

THE UNDERSIGNED CONTRACTING PARTIES do hereby certify that, (1) the services specified above are necessary and essential for activities that are properly within the statutory functions and programs of the affected agencies of State Government, (2) the proposed arrangements serve the interest of efficient and economical administration of the State Government, and (3) the services, supplies or materials contracted for are not required by Section 21 of Article 16 of the Constitution of Texas to be supplied under contract given to the lowest responsible bidder.

RECEIVING AGENCY further certifies that it has the authority to contract for the above services by authority granted in Texas Water Code, Section 6.190 (Statute, Constitution, Appropriation Bill)

PERFORMING AGENCY further certifies that it has authority to perform the services contracted for by authority granted in Texas Water Code, Section 5.229 (Statute, Constitution, Appropriation Bill)

SUBJECT TO THE APPROVAL of the State Purchasing and General Services Commission, the undersigned parties bind themselves to the faithful performance of this Contract. It is mutually understood that this Contract shall not become effective until approved by the State Purchasing and General Services Commission, and that such approval must be obtained prior to the beginning date of the Contract.

RECEIVING AGENCY

PERFORMING AGENCY

Texas Water Development Board  
Name of Agency  
By: [Signature]  
Authorized Signature  
Executive Administrator  
Title

Texas Water Commission  
Name of Agency  
By: [Signature]  
Authorized Signature  
Executive Director  
Title

Date: \_\_\_\_\_

Date: 9-3-89

EXAMINED and APPROVED this the \_\_\_\_\_ day of SEP 01 1989, A.D., 19 \_\_\_\_\_

STATE PURCHASING AND GENERAL SERVICES COMMISSION

By: [Signature]  
Director, Centralized Services Division

Verbal Approval for September 1, 1989 start date given on August 16, 1989





# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Sharon Faver</u>	Date: <u>10-6-89</u>
	Title/ Department: _____	Telephone: <u>(817) 723-8697</u>

BILL TO:	SHIP TO: (Street address please)
<u>(SAME)</u>	<u>Sharon Faver</u>
	<u>Red River Authority of TX</u>
	<u>520 Hamilton Bldg.</u>
	<u>Wichita Falls, TX</u>
	<u>76301</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

## MAJOR RIVERS Texas Water Education Program

Use existing imprint.

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers: contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	8	240
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$5)	\$30		
Bill subsidy to:	Materials Total				240.
Bill Colbert Office of Public Information Texas Water Commission P.O. BOX 13087 Capitol Station, Austin, TX 78711-3087	Imprinting Charge				50.
	Shipping Charge				
	<b>TOTAL</b>				

8 CS at 15<sup>00</sup> = \$120<sup>00</sup>

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

# MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM

## Program Record Sheet

Teacher Terry Cassady Date 10/6/89

School Poplar Street ISD Round Rock Grade Level 4

School Mailing Address \_\_\_\_\_

(Materials cannot be sent to a post office box.)

After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy. Thank you.

### Test Results

Pupil



Pretest Score (20 possible)	Posttest Score (20 possible)
11	17
4	16
7	15
13	18
11	15
12	19
10	19
5	18
15	14
5	19
8	12
7	17
14	19
14	6
6	18
18	14
6	11
7	12
7	10
10	16
6	13
9	17
9.4	15.7

### Teacher Reactions

1. What was the attitude of most of your pupils toward the program?

- very positive                       neutral  
 positive                                 negative

Comments:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. Please list any comments or suggestions you have about any aspect of the program.

*The class was taught by Terry Cassady, an environmental engineer. He did an excellent job.*

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. Do you want to teach the program again next year and have consumable pupil materials replaced?

- yes                                       no

Comments:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM

## Program Record Sheet

Teacher SHARON CASSADY Date 10/6/87

School PURPLE SAGE ISD ROUND ROCK Grade Level 4

School Mailing Address \_\_\_\_\_

(Materials cannot be sent to a post office box.)

After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy. Thank you.

### Test Results

Pupil



Pretest Score (20 possible)

Posttest Score (20 possible)

8	14
10	17
12	16
10	16
4	20
7	14
10	17
11	15
6	15
8	14
8	12
3	18
6	18
10	10
6	15
9	16
4	14
10	20
12	20
6	12
9	17
10	19
8	16.4

### Teacher Reactions

1. What was the attitude of most of your pupils toward the program?

- very positive       neutral  
 positive       negative

Comments:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. Please list any comments or suggestions you have about any aspect of the program.

*Taught by Jennifer Cassady*

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. Do you want to teach the program again next year and have consumable pupil materials replaced?

- yes       no

Comments:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: Denise McCall (for Tom Alban)	Date: 10-12-89
	Title: _____	Telephone: (512) 499-3645
Department: _____		

<b>BILL TO:</b>	<b>SHIP TO:</b> (Street address please)
David McCall	Denise McCall
Am- [unclear]	Armedist Brown PC
3507 [unclear]	2000 Cree American Ctr.
Suite 136	600 Congress Ave.
Austin, TX 78701	Lakewood, TX 79201

<input type="checkbox"/> Enclosed	<input type="checkbox"/> Not Required	<input checked="" type="checkbox"/> Requested	<input type="checkbox"/> Need Information	<input type="checkbox"/> Not Requested
Number of [unclear]		IMPRINTING (check box)		
		WIA Fee 10.00		

Back of [unclear] these water [unclear] bill provided [unclear] Wells Fargo [unclear] [unclear]

Tom Alban  
14534 [unclear]  
Austin, TX [unclear]

## MAJOR RIVERS

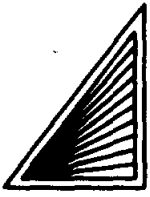
Texas Water Education Program

CLASS	UNIT PRICE			No. of Kits Ordered	Amount
	List	Subsidy	Actual Cost		
CLASS (for new [unclear] [unclear] [unclear])	\$15	\$0	\$30	5	\$150
STUDENT PARK (or [unclear] [unclear] [unclear] contains 15 [unclear])	\$30	\$0	\$30		
Materials Total					\$150
Imprinting Charge					\$10
Shipping Charge					est. \$20
<b>TOTAL</b>					<b>\$180</b>

bill submitted  
Bill [unclear]  
Office of [unclear]  
exas [unclear]  
O. [unclear]  
Linton [unclear]  
JAN [unclear]  
CS [unclear]

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Education Board, and Texas Department of Health.

Date	Water Agency	# of Sets	Cost to Agency	Subsidy	Total
4/5	Williamson Co. MUD #1	9	270	135	405
5/8	Lavaca-Navidad R.A.	14	420	210	630
6/1	Soil Conservation Serv.	1	45	<del>0</del>	45
6/1	Red River Authority	10	300	150	450
"	" " Student PKG	2	60	10	70
6/30	Guadalupe-Blanco R.A.	200	6000	3000	9000
7/6	Johnson Co. Fresh Water	1	45	<del>0</del>	45
7/10	Tara Plantation M.U.D.	38	1140	570	1710
7/14 *	Anderson Mill MUD.	10	300	150	450
7/17	Guadalupe-Blanco R.A.	20	600	300	900
8/2	Dallas Co. W.C.I.O #6	10	300	150	450
"	" " Student PKG	10	300	50	350
7/31	Sabine River Authority	100	3000	1500	4500
8/11	Johnson Co. Fresh Water	10	300	150	450
8/14	Bridgestone M.U.D.	8	240	120	360
8/21	Harris Co. MUD #33	7	210	105	315
8/21	Dallas Co. Park Cities MUD.	16	480	240	720
8/30	Jones Co 4-H	2	60	30	90
8/30	City of San Antonio	730	21900	10950	32850
9/1	Sabine River Authority	275	8250	4125	12375
9/1	City of Stephenville	4	120	60	180
9/6	Middle Concho Soil + Water	13	390	195	585
8/21	Harris Co. U.D. #5	70	2100	1050	3150
8/18	Cypresswood U.D.	1	45	<del>0</del>	45
9/21	Bilma P.U.D.	4	120	60	180
9/23	Brooksmith Water	4	120	60	180
9/4	Guadalupe-Blanco R.A.	30	900	450	1350
10/6	Red River Authority	8	240	120	360
	(10/6) SUB TOTAL	1607	48255	23940	72195
10/12	Wells Branch M.U.D.	5	150	75	225



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

October 17, 1989

Donna D. Darling  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231  
Austin, TX 78711-3231

Dear Donna:

**Major Rivers** has made his way into Texas fourth grade classrooms. Denise Ryan, with Lavaca-Navidad River Authority shared an article with me that appeared in the Edna Herald last month. The article featured the introduction of the Major Rivers water education program by the Lavaca-Navidad River Authority to fourth graders within their service area. I enjoyed reading this article and thought you might too.

We are very excited about the overwhelming enthusiasm that Major Rivers has received. Please feel free to call me if I can provide you with any additional information or teacher brochures.

Sincerely,

Ann M. Crafton  
Director of Marketing

AMC:gk  
Enclosure



\_NAME\_LNAME\_

\_David Harper  
President  
ANDERSON MILL MUD  
11500 El Salido Parkway  
Austin, TX 78750\_David\_

\_Denise Motal  
ARMBRUST & BROWN P.C.  
2600 One American Center  
600 Congress Avenue  
Austin, TX 78701\_Denise

\_John Chamberlain  
BILMA PUBLIC UTILITY DISTRICT  
16927 Windypine Drive  
Spring, TX 77379\_John\_

\_Mike Bukala  
BRAZOS RIVER AUTHORITY  
Post Office Box 7555  
Waco, TX 76714-7555\_Mike\_

\_Mr. Ben Powell  
BRIDGESTONE MUNICIPAL  
UTILITY DISTRICT  
4831 Diehlwood Place  
Spring, TX 77388\_Ben\_

\_Ms. Sherry Bailey  
BROOKESMITH WATER  
Highway 377 South at Kruger Hill  
Brownwood, TX 76804\_Sherry\_

\_Mr. John C. Williams  
CANADIAN RIVER MUNICIPAL WATER AUTHORITY  
Post Office Box 99  
Sanford, TX 79078\_John\_

\_Laneal Maedgen  
CENTRAL COLORADO R.A.  
Post Office Box 964  
Coleman, TX 76834\_Laneal\_

\_Ms. Cheryl Taylor-West  
Administrative Analyst  
Water Utilities  
CITY OF ARLINGTON  
Post Office Box 231  
Arlington, TX 76010\_Cheryl\_

\_Larry Spitzer  
Director of Public Works  
CITY OF CLYDE  
Drawer TT  
Clyde, TX 79510\_Larry\_

\_Jim Cummings  
Environmental Health Department  
Water Pollution Control Division  
CITY OF GRAND PRAIRIE  
218 West Main Street  
Post Office Box 530011  
Grand Prairie, TX 75053-0011\_Jim\_

\_Mr. Jim Ploetz  
CITY OF SAN ANTONIO  
WATER RESOURCES MANAGEMENT  
114 W. Commerce, Suite 324  
San Antonio, TX 78283\_Jim\_

\_Danny Johnson  
Director of Public Works  
CITY OF STEPHENVILLE  
354 N. Belknap Street  
Stephenville, TX 76401\_Danny\_

\_O.H. Ivie  
COLORADO RIVER M.W.A.  
Post Office Box 869  
Big Spring, TX 79720\_O.H.\_

\_Sigrid  
CYPRESSWOOD U.D.  
One Greenwood Plaza, Suite 330  
Houston, TX 77046\_Sigrid\_

\_Dennis R. Masters  
Project Manager  
DALLAS COUNTY PARK CITIES  
MUNICIPAL UTILITY DISTRICT  
1811 Regal Row  
Dallas, TX 75235-2398\_Dennis\_

\_Judi Hill  
DALLAS COUNTY W.C.I.D. #6  
Post Office Box 80030  
Balch Springs, TX 75180\_Judi\_

\_Pat Hohensee  
County Extension Agent-HE  
RUNNELS COUNTY  
TEXAS AGRICULTURAL EXTENSION SERVICE  
Box 658  
Ballinger, TX 76821\_Pat\_

\_Tami Malatek  
GUADALUPE-BLANCO RIVER AUTHORITY  
Post Office Box 271  
Sequin, TX 78156-0271\_Tami\_

\_Ms. Margaret Cox  
HARRIS COUNTY MUNICIPAL  
UTILITY DISTRICT #33  
14138 Magnolia Springs  
Houston, TX 77066\_Margaret\_

\_Dan Copps  
HARRIS COUNTY UTILITY DISTRICT #5  
Post Office Box 5447  
Kingwood, TX 77325\_Dan\_

\_Karen O'Neal  
HARRIS-GALVESTON COASTAL SUBSIDENCE DISTRICT  
1660 W. Bay Area Boulevard  
Friendswood, TX 77546\_Karen\_

\_Ms. Sue Epstein  
JNS CONSULTING ENGINEERS  
11211 Katy Freeway, #420  
Houston, TX 77079\_Sue\_

\_Karen Baker  
JOHNSON COUNTY FRESH WATER DISTRICT #1  
103 Veatch Street  
Post Office Box 39  
Joshua, TX 76058\_Karen\_

\_Gary Stanford  
JONES COUNTY 4-H  
Jones County Courthouse--Basement  
Post Office Box 167  
Anson, TX 79501\_Gary\_

\_Mr. Johnny Harris  
LAKE CITIES M.U.A.  
501 N. Shadyshores Road  
Lake Dallas, TX 75065\_Johnny\_

\_Denise Ryan  
LAVACA-NAVIDAD RIVER AUTHORITY  
Post Office Box 429  
Edna, TX 77957\_Denise\_

\_Wanda McMurray  
Energy Coordinator  
School Programs  
LOWER COLORADO RIVER AUTHORITY  
Post Office Box 220, Mail Stop WB 336  
Austin, TX 78767\_Wanda\_

\_Ben Sims  
LOWER CONCHO RIVER WATER &  
CONSERVATION AUTHORITY  
Route 1  
Paint Rock, TX 76866\_Ben\_

Dennis Becker  
LOWER NECHES RIVER AUTHORITY  
Post Office Drawer 3464  
Beaumont, TX 77704\_Dennis\_

\_Robert Harris  
LOWER NECHES RIVER AUTHORITY  
Post Office Drawer 3464  
Beaumont, TX 77704\_Robert\_

\_Con Mims  
NUECES R.A.  
Post Office Box 349  
Uvalde, TX 78802\_Con\_

\_Jim Ed Miller  
General Manager  
RED BLUFF WATER POWER CONTROL DISTRICT  
111 West Second Street  
Pecos, TX 79772\_Jim Ed\_

\_Sharon Faver  
RED RIVER AUTHORITY OF TEXAS  
520 Hamilton Building  
Wichita Falls, TX 76301\_Sharon\_

\_David Parsons  
SABINE RIVER AUTHORITY  
Post Office Box 487  
Quitman, TX 75783\_David\_

\_Fred Pfieffer  
SAN ANTONIO RIVER AUTHORITY  
100 East Guenther Street  
P.O. Box 9284, Guilbeau Station  
San Antonio, TX 78204\_Fred\_

\_Jack Ayer  
SAN JACINTO R.A.  
Post Office Box 329  
Conroe, TX 77305\_Jack\_

\_Mr. Gary Askins  
Soil Conservation Service  
Highway 67 West  
Big Lake, TX 76932\_Gary\_

\_Mr. Ron Hilliard  
SOIL CONSERVATION SERVICES  
2464 I20 West  
Odessa, TX 79766-9113\_Ron\_

\_Chet Wiles  
TARA PLANTATION M.U.D.  
196 Tara Plantation Drive  
Richmond, TX 77469\_Chet\_

\_Gary Keil  
TARRANT COUNTY WATER CONTROL  
6506 Wells-Burnett Road  
Forth Worth, TX 76135\_Gary\_

\_Wayne Owen  
TARRANT COUNTY WATER CONTROL  
Post Office Box 4508  
Forth Worth, TX 76106\_Wayne\_

\_Bill Colbert  
Office of Public Information  
TEXAS WATER COMMISSION  
P.O. Box 13087 - Capital Station  
Austin, TX 78711-3087\_Bill\_

\_Donna D. Darling  
TEXAS WATER DEVELOPMENT BOARD  
Post Office Box 13231  
Austin, TX 78711-3231\_Donna\_

\_Mr. John Jadrosich  
Public Information Officer  
TRINITY RIVER AUTHORITY  
5300 S. Collins  
Arlington, TX 76004\_John\_

\_Everett Grindstaff  
UPPER COLORADO R.A.  
Post Office Drawer 269  
Ballinger, TX 76821\_Everett\_

\_Ms. Peggy Fowler  
THE UPPER GUADALUPE RIVER AUTHORITY  
213 W. Water  
Kerrville, TX 78028\_Peggy\_

\_Roy Douglas  
UPPER NECHES RIVER M.W.A.  
P.O. Drawer Y  
Palestine, TX 75801\_Roy\_

\_Tom Alban  
WELLS BRANCH MUNICIPAL UTILITY DISTRICT  
14534 Robert I Walker  
Austin, TX 78728\_Tom\_



Recommendations for future promotion of the program:

1. That the attached certificate be signed and provided to those entities who are currently participating. This sign of recognition will assure them that their participation has not gone unnoticed. (Mr. Kretzschmar and Dr. Bernstein have agreed to sign the certificate).

2. That we continue to promote the program using the original list of invited water entities until spring of 1990, at which time we approach the members of the Chemical Council and some of the large industries who have a vested interest in water and offer them the public relations value of supporting the program to the program in areas not currently funded or in areas where student supplies will need to be re-funded.

We currently have on file enough print and video news clips and program evaluations to verify the success of the program on both an educational and public relations level. We are off to a great start. However, continued support at the state level will be required to accomplish our goal of 100% of the fourth-grade classrooms in Texas.

CC: Bill Colbert  
Renee Carlson



**Educational Development Specialists**  
 5505 E. Carson St., Suite 250  
 Lakewood, CA 90713  
 (213) 420-6814

OCT 31 1989

**SHIPPING / ORDER  
 ACKNOWLEDGEMENT**

Shipping Order No. \_\_\_\_\_

Date Written \_\_\_\_\_

Checked by \_\_\_\_\_

Customer Number	Date Order Received	Purchase Order No.

S  
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NOTES TO CUSTOMER	INSTRUCTIONS TO OUR SHIPPING DEPT.	
<b>Terms:</b> Net 30 days — F.O.B. Los Angeles Shipping, any imprinting, and (if applicable) state tax will be added.	Imprinting	Other
	<input type="checkbox"/> Home Activity Booklet <input type="checkbox"/> Record Sheet Imprinting copy is:	Estimated Shipping Date:

DESCRIPTION	QTY.ORDER	QTY.SHIP	UNIT PRICE	AMOUNT

Inventory Control

By \_\_\_\_\_ Shipped by \_\_\_\_\_ Shipped Via \_\_\_\_\_ (UPS \$ \_\_\_\_\_)

Date \_\_\_\_\_ Date \_\_\_\_\_  Bill Lading Attached





## **HELP YOUR STUDENTS SAVE ENDANGERED SEA TURTLES!**

"Ridley's Road to Rights" is an exciting new teaching tool for all levels. HEART (Help Endangered Animals-Ridley Turtles) is pleased to offer this excellent documentary that tells the story of the "heartbreak turtle," the Kemp's ridley sea turtle. Middle school students of Spring Independent School District narrate their experiences as they learn about the international program to save the ridleys from extinction. Accompanying the VHS Video is a **Curriculum Guide** written by teachers with suggestions for all levels including word searches, cross-word puzzles, true/false and multiple choice questions and other useful exercises.

The students visit the Head Start Project of the National Marine Fisheries Service at the Galveston, Texas, Laboratory where Kemp's ridley hatchlings are raised. They also tour Galveston's Sea-Arama and see adult ridleys. Noted authorities from National Marine Fisheries Service, U.S. Fish and Wildlife Service, Texas A&M University, the Center for Environmental Education and HEART are interviewed in depth.

Finally, viewers are caught up in the excitement of releasing hundreds of endangered sea turtle hatchlings in the Gulf of Mexico near Corpus Christi, Texas, as experienced by the students.

Complete with an excellent musical background, the 2 hour video was designed to be used in several class sessions. Issues discussed include sea turtle physiology, political involvement of students in conservation legislation, and other relevant subjects. Viewers learn effective ways to help prevent the extinction of sea turtles.

**Order today from HEART, P.O. Box 681231, Houston, Texas, 77268-1231. Please make your check payable to HEART of PWWWS for \$32.40 (includes first class postage.) You will receive the VHS video and Curriculum Guide. The purchase will sponsor the food for a Kemp's ridley sea turtle hatchling.**

# PROGRAM PROPOSAL

CAST '89 Convention - Waco, Texas

November 2-4, 1989

(Please Type)

## PRESENTERS:

1. Name \_\_\_\_\_  
Dept. \_\_\_\_\_  
School/Inst. \_\_\_\_\_  
Work Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Work Phone( ) \_\_\_\_\_  
Home Phone( ) \_\_\_\_\_

2. Name \_\_\_\_\_  
Dept. \_\_\_\_\_  
School/Inst. \_\_\_\_\_  
Work Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Work Phone( ) \_\_\_\_\_  
Home Phone( ) \_\_\_\_\_

Additional presenters are listed on reverse side.

**PRESIDER DATA:** Please identify a person willing to serve as presider for your presentation.

Name \_\_\_\_\_ Dept. \_\_\_\_\_ School/Inst. \_\_\_\_\_  
Work Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Tel.( ) \_\_\_\_\_

**SESSION DATA:** (See reverse side for definitions)

### I. Type of Session

- Hands-On Workshop (60 min)
- Demonstration (60 min)
- Contributed Paper (30 min)
- Panel (60 min)
- Other \_\_\_\_\_

### II. Room Facilities Needed

- Classroom w/student desks
- Room with flat tables
- Wet lab

### III. Subject Area

(Check only one for listing  
in Final Program)

- Biology
- Chemistry
- Earth Science
- Physics
- Ecology/Environment
- General
- Teacher Preparation
- Science-Technology-Society
- Informal Education
- Research
- Supervision/Administration
- Elementary
- Other \_\_\_\_\_

### IV. Intended Area

- Preschool
- Elementary (K-3)
- Elementary (4-6)
- Middle/Junior High
- High School
- College
- Supervision
- General

### V. Equipment Required

- Overhead Projector
- Other(s) \_\_\_\_\_ Please
- Specify \_\_\_\_\_

VI. The session should be planned for 30-50 people. Would you be willing to do an additional workshop to if CAST '89 turnout is larger than expected? \_\_\_\_\_ Yes \_\_\_\_\_ No

VII. Session Title \_\_\_\_\_

Brief Description (Limit to 25 words) \_\_\_\_\_

VIII. Abstract (15—200 words—use reverse side)

RETURN THIS PROPOSAL BY MARCH 1, 1989 TO:

Dr. Tom Gadsden, Richardson ISD, 400 S. Greenville Ave., Richardson, Texas 75081.

**Type of Session**

**Hands-on Workshop**--A 60-min. presentation that provides everyone in the audience with a hands-on experience with materials. Classroom style setup.

**Demonstration**--A 60-min. demonstration of apparatus, a series of experiments, or a scientific phenomenon, allowing for only limited participation by the audience. Classroom style setup.

**Contributed Paper**--A 30-min. opportunity to present the results of research or share an innovative teaching idea. Classroom style setup.

**Panel**--A 60-min. interactive session by two or more speakers on a topic of general or specific interest, including a question and answer period. Classroom style setup.

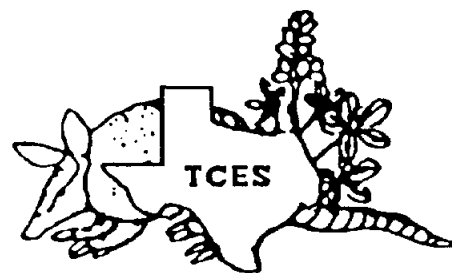
**Abstract (150-200 words--use additional sheet if necessary.)**

**Additional Presenters**

3. Name \_\_\_\_\_  
Dept. \_\_\_\_\_  
School/Inst. \_\_\_\_\_  
Work Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Work Phone (    ) \_\_\_\_\_  
Home Phone (    ) \_\_\_\_\_
4. Name \_\_\_\_\_  
Dept. \_\_\_\_\_  
School/Inst. \_\_\_\_\_  
Work Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Work Phone (    ) \_\_\_\_\_  
Home Phone (    ) \_\_\_\_\_

Additional presenters are listed on an attached sheet.

# Dillo Press



Newsletter of the Texas Council of Elementary Science

Special Edition Special Edition Special Edition Special Edition Special Edition

Saturday, November 4, 1989

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## TEXAS COUNCIL OF ELEMENTARY SCIENCE ANNUAL BREAKFAST AT THE CONFERENCE FOR THE ADVANCEMENT OF SCIENCE TEACHERS WACO, TEXAS

### BREAKFAST BUSINESS MEETING

#### Special guests:

Texas Association for Environmental Education  
Texas Zoo Educators

#### Call to Order Introductions

#### New Area Directors for 1990 and 1991:

Panhandle - Anita Smither  
Central - Pam Stryker  
North - Catherine Banks  
East - Gloria Slaughter  
Coastal - Linda Moats  
South - Mary Linda Moore  
Far West - Ann Bolte

#### Committee Reports:

President - Barbara ten Brink  
Vice President - Richard Smith  
Secretary - Nancy Long  
Treasurer - Faye Neathery  
Historian - Irene Rieck  
Editor - Janett Frentress  
Membership - Lester Hickman

#### Awards:

Past President's Gavel to Christine Fogg  
Rebecca Sparks Elementary Science Award  
TCES Honorarium  
TCES Meritorious Service Award  
TCES Membership Recruitment Award

#### Keynote Speaker

Alan Sowards, President, TAEF  
Courtesy of Silver Burdett and Ginn

#### Entertainment

Bill Oliver, Folk Singer  
Courtesy of Silver Burdett and Ginn

#### New Business:

- TCES is an associated group with NSTA, 1989
- TCES is an affiliate with CESI, 1989
- Establishment of a permanent Scholarship Fund through the contributions of Carl and Dorothy Lohmann, Gulflands Angus Ranch
- Search for 1990 Editor of Hands Across Texas
- Nominations for TCES officers for 1991 & 1992

Date: 11/16/89

MAJOR RIVERS SUBSIDY: FY 90

Entity	Original Proposal	Subsidy Reserved	Subsidy Billed
Bilma Public Utility Dist.	\$	\$	\$ 60
Bridgestone MUD			
Brazos River Auth.	23,865		
Brookesmith Water			60
Canadian River Mun. Water Auth.	5,940		
City of San Antonio Water Res. Mgmt.	10,620		10,950
City of Stephenville			60
Guadalupe-Blanco River Auth.			450
Harris Co. Utility Dist. #5	840		1,050
Harris-Galveston Coastal Sub. Dist.	26,865		
Johnson Co. Fresh Water Supp. Dist. #1			
Jones Co. 4-H	101		30
Lake Cities MUA	1,875		
Lower Neches River Auth.	3,600		
Middle Concho Soil & Water District			195
Red Bluff Water Power Control Dist.	525		
Red River Auth.			120
Sabine River Authority			4,125
Tarrant Co. Water Central Dist.	9,225		
Trinity River Auth.	29,520		
Wells Branch Municipal			75
Williamson Co./Anderson Mill MUD			105
	<u>\$112,976</u>	<u>\$ 0</u>	<u>\$17,280</u>

FY 90  
total reserved  
+ billed = \$17,280

TWC - FY90

\$20,000 original amount  
-17,280 reserved + billed  
\$ 2,720 remainder

TWDB - FY90 IAC

\$19,400 original amount  
- 0 reserved + billed  
\$19,400 remainder

Date: 11/16/89

MAJOR RIVERS SUBSIDY: FY 89

Entity	Original Proposal	Subsidy Reserved	Subsidy Billed
Bridgestone MUD	\$		\$ 120
Dallas Co. Park Cities MUD	240		240
Dallas Co. W.C.I.D. #6			200
Guadalupe/Blanco River Auth.			3,300
Harris Co. MUD #33			105
Johnson Co. Fresh Water Supp. Dist. #1	344		150
Lavaca-Navidad River Auth.			210
Red River Auth.			160
Sabine River Auth.	3,615		1,500
Soil Conservation Services			5
Tara Plantation MUD			570
Williamson County MUD #1			180
	<u>\$ 4199</u>	<u>\$ 0</u>	<u>\$6740</u>

TWC - FY89

\$20,000 original amount  
- 6,740 paid

\$13,260 remainder never spent



# Colorado River Municipal Water District

400 EAST 24TH ST. P. O. BOX 869  
Big Spring Texas 79721-0869

PHONE 915-287-6341

November 22, 1989

### OFFICERS

John L. Felt, President  
Clyde Y. ... Vice President  
R. S. ... Vice President  
Joe ... Secretary  
O. H. ... General Manager  
J. R. ...

### DIRECTORS

John ...  
Walter M. Mann ...  
John ...  
...  
...  
...  
...  
...  
...

Mr. Ann M. Cas...  
Director of ...  
Attention: ...  
4005 E. ...  
Lakeview ...

Dear Ms. Craft:

... for the ... of the Major River ...  
... for those ... and we will ...

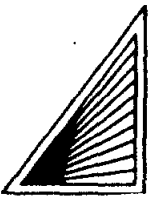
... in the future

Yours very truly,

*O. H. Ivie*  
O. H. Ivie  
General Manager

*Handwritten note:*  
...  
...





# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

November 27, 1989

Mr. Robert Harris  
Lower Neches Valley Authority  
P.O. Drawer 3464  
Beaumont, TX 77704

**FILE COPY**

Dear Robert:

Thank you for your interest in "Major Rivers", the Texas Water Education Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the number of classrooms in that school district.

Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the Lower Neches Valley Authority.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

## LOWER NECHES VALLEY AUTHORITY

This proposal outlines the estimated number of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

School District      4th grade students      4th grade classrooms

### TYLER COUNTY

Colmesneil ISD	23	1
Woodville ISD	133	6
Warren ISD	76	4
Spurger ISD	32	2
Chester ISD	20	1

**SUBTOTAL... 14**

### HARDIN COUNTY

Kountze ISD	104	5
Silsbee ISD	293	12
Hardin-Jefferson	164	7
Lumberton ISD	193	8
West Hardin ISD	47	2

**SUBTOTAL... 34**

### JEFFERSON COUNTY

Nederland ISD	367	15
Port Arthur ISD	885	36
Port Neches ISD	387	16
Beaumont ISD	1623	65
Sabine Pass ISD	10	1
Hamshire-Fannett ISD	111	5

**SUBTOTAL... 138**

### LIBERTY COUNTY

Cleveland ISD	223	9
Dayton ISD	246	10
Devers ISD	12	1
Hardin ISD	89	4
Hull-Daisetta ISD	77	4
Liberty ISD	187	8

Tarkington ISD	117	5
<b>SUBTOTAL...</b>		<b>41</b>

**CHAMBERS COUNTY**

Anahuac ISD	118	5
Barbers Hill ISD	123	5
East Chambers ISD	74	3
<b>SUBTOTAL...</b>		<b>13</b>

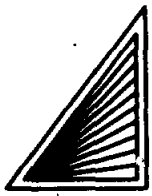
**GALVESTON COUNTY**

Dickinson ISD	424	17
Galveston ISD	876	36
High Island ISD	21	1
La Marque ISD	430	18
Texas City ISD	480	20
Hitchcock ISD	105	5
Santa Fe ISD	312	13
Clear Creek ISD	1601	65
Friendswood ISD	238	10
<b>SUBTOTAL...</b>		<b>185</b>

From this chart you can see that you will need a total of **425** Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
425 Major Rivers class sets @ \$45.00 each	\$19,125
Less TWC, TWDB, TDH subsidy @ \$15.00/class set	-6,375
Imprinting 425 class sets of 25	150
Shipping (one location)	765
Total	----- \$13,665

\* Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

5505 East Carson Street • Suite 250  
Lakewood, California 90713-3093 • (213) 420-6814

---

November 27, 1989

Mr. Stephen Lusk  
San Antonio River Authority  
P.O. Box 830027  
Arsenal Station  
San Antonio, TX 78283-0027

Dear Stephen:

Thank you for your interest in "Major Rivers", the Texas Water Education Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the estimated number of classrooms in that school district.

I am enclosing a "Major Rivers" preview kit, an order form, and some sample teacher brochures for your convenience. Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the San Antonio River Authority.

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

## SAN ANTONIO RIVER AUTHORITY

This proposal outlines the estimated number of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

School District      4th grade students      4th grade classrooms

### ATASCOSA COUNTY

Charlotte ISD	50	2
Jourdanton ISD	98	4
Lytle ISD	64	3
Pleasanton ISD	240	10
Poteet ISD	106	5

**SUBTOTAL... 24**

### BANDERA COUNTY

Medina ISD	14	1
Bandera IS	110	5

**SUBTOTAL... 6**

### BEXAR COUNTY

Alamo Heithts ISD	237	10
Harlandale ISD	1223	49
Edgewood ISD	1232	50
Randolph Field ISD	99	4
San Antonio ISD	4632	186
South San Antonio ISD	1011	41
Somerset ISD	166	7
North East ISD	2968	119
East Central ISD	419	17
SouthWest ISD	590	24
Lackland ISD	72	3
Ft. Sam Houston ISD	123	5
Northside ISD	8653	147
Judson ISD	954	39
Southside ISD	166	7

**SUBTOTAL... 708**

### GOLIDAD COUNTY

Golidad ISD	91	4
<b>SUBTOTAL...</b>		<b>4</b>
<b>KARNES COUNTY</b>		
Karnes City ISD	59	3
Kenedy ISD	95	4
Runge ISD	28	2
Falls City ISD	25	1
<b>SUBTOTAL...</b>		<b>10</b>
<b>WILSON COUNTY</b>		
Floresville ISD	160	7
LaVernia ISD	86	4
Poth ISD	45	2
Stockdale ISD	41	2
<b>SUBTOTAL...</b>		<b>15</b>

From this chart you can see that you will need a total of **59** Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
59 Major Rivers class sets @ \$45.00 each	\$2655
Less TWC, TWDB, TDH subsidy @ \$15.00/class set	-885
Imprinting 59 class sets of 25	60
Shipping (one location)	106
Total	----- \$1,936

\* Note: Bexar County has already been supplied by the City of San Antonio, Bexar MWD, City Water Board and the San Antonio River Authority. I have not included these costs in this estimate, but have listed Bexar County in the itemization.

\* Shipping costs are estimated and may vary slightly.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
 Lakewood, CA 90713-3093  
 Telephone: (213) 420-6814  
 FAX: (213) 420-1485

Order Placed By:	Name: <u>Robert Harris</u>	Date: <u>12-29-89</u>
	Title/Department: _____	Telephone: <u>(409) 892-4011</u>

**BILL TO:**  
Robert Harris  
Lower Neches Valley Auth.  
P.O. Drawer 3464  
Beaumont, TX 77704

**SHIP TO:** (Street address please)  
Robert Harris  
Lower Neches Valley Authority  
7850 Eastern Freeway  
Beaumont, TX 77708

**PURCHASE ORDER** (Check one)  
 Enclosed     To Be Sent     Not Required  
 Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)  
 Requested     Need Information     Not Requested

*on record sheet*  
*bill subsidy*  
 Subsidy CS 2250  
 SP 50

## MAJOR RIVERS

Texas Water Education Program

*These materials were provided by the LOWER NECHES VALLEY AUTHORITY*

	UNIT PRICE			No. of Kits Ordered	Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	150	4500 <sup>00</sup>
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25	5	125 <sup>00</sup>
Materials Total					
Imprinting Charge					
Shipping Charge					
<b>TOTAL</b>					



\* Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with the Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

**TEXAS WATER AGENCIES WHO HAVE PURCHASED  
THE MAJOR RIVERS WATER EDUCATION PROGRAM**

Bexar M.W.D.  
Bilma Public Utility District  
Bridgestone M.U.D.  
City of San Antonio  
City of Stephenville  
Cypresswood Utility District  
Dallas County Park Cities M.U.D.  
Dallas County W.C.I.D. #6  
Guadalupe-Blanco River Authority  
Harris County M.U.D. #33  
Harris County Utility District #5  
Johnson County Fresh Water Supply #1  
Jones County 4-H  
Lavaca-Navida River Authority  
Lower Colorado River Authority  
Middle Concho Soil and Water  
Red River Authority of Texas  
Sabine River Authority of Texas  
San Antonio City Water Board  
San Antonio River Authority  
Soil Conservation Services--Odessa  
Tara Plantation M.U.D.  
Williamson County M.U.D. #1\*

\*Placed original order and subsequently  
resupplied that order.





### AMENDMENT TO INTERAGENCY CONTRACT

THE STATE OF TEXAS )  
)  
COUNTY OF TRAVIS )

AMENDMENT NO. 1 TO INTERAGENCY CONTRACT NO. IAC (90-91)0423

It is mutually understood and agreed by and between the undersigned contracting parties of the above numbered Interagency Contract to amend said contract as follows:

The TWC will bill the TWDB \$10.00 (instead of \$5.00) for student packets of "Major Rivers" materials when the student packets are purchased for use by teachers with more than one class or for classes with more than 25 students. The \$10.00 subsidy will provide incentive for purchasing student materials instead of classroom sets.

The total amount of the contract will remain the same.  
TWC will bill TWDB \$10.00 per set of student materials.

This Amendment shall become effective on the date of approval by the State Purchasing and General Services Commission. All other terms and conditions not hereby amended are to remain in full force and effect.

#### RECEIVING AGENCY

#### PERFORMING AGENCY

Texas Water Development Board

Texas Water Commission

By: [Signature]  
Name of Agency  
Authorized Signature

By: [Signature]  
Name of Agency  
Authorized Signature

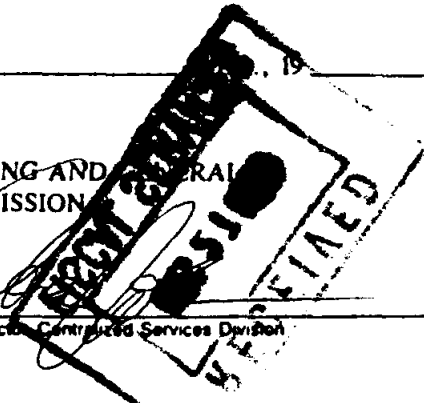
12-19-89 Ex. Adm.  
Title

Executive Director  
Title

EXAMINED and APPROVED this the JAN 5 - 1990 day of \_\_\_\_\_, 19\_\_

STATE PURCHASING AND GENERAL SERVICES COMMISSION

By: [Signature]  
Director, Contracted Services Division



Note: See Instructions on Reverse Side

THE STATE OF TEXAS

INTERAGENCY COOPERATION CONTRACT

COUNTY OF TRAVIS

THIS CONTRACT AND AGREEMENT is entered into by and between the State agencies shown below as Contracting Parties, pursuant to the authority granted and in compliance with the provisions of "The Interagency Cooperation Act", Article 4413 (32) V.C.S.

I. CONTRACTING PARTIES:

The Receiving Agency: Texas Water Development Board (TWDB)

The Performing Agency: Texas Water Commission (TWC) VID # \_\_\_\_\_

II. STATEMENT OF SERVICES TO BE PERFORMED: (See instructions on Page 4)

The Office of Public Information of the TWC will serve as the primary contact for the distribution of "Major Rivers," a fourth-grade water education program. The TWC will be responsible for informing river authorities and other entities of the number of classrooms in their pertinent service area and half their service area, and who to contact to order "Major Rivers." The TWDB, TWC and Texas Dept. of Health have committed \$20,000 each to be used as a subsidy for the purchase of classroom sets of this water education program. The Office of Public Information of the TWC will determine who is eligible to receive the subsidy. The TWC will also be the invoice coordinator with the supplier (Educational Development Specialists), billing each agency as orders are placed.

III. BASES FOR CALCULATING REIMBURSABLE COSTS: (See instructions on Page 4).

The TWC will bill the TWDB up to but not exceeding \$19,495 which will provide a subsidy of \$15.00 per classroom set for a total of 1299 sets. \$15.00 will be paid from the matching grant fund for each \$30 spent by a water entity for classroom sets -- one classroom set of 25 costs a total of \$45.00. For every order of supplemental materials, the water entity will receive a subsidy of \$5.00.

TWC will bill TWDB \$15.00 per classroom set.

TWC will bill TWDB \$5.00 per set of student supplemental materials.

IV. CONTRACT AMOUNT:

The total amount of this contract shall not exceed: \$Nineteen Thousand Four Hundred Ninety Five

(Words and figures)

\$19,495.00

V. PAYMENT FOR SERVICES: (See instructions on Page 4)

Receiving Agency shall pay for services received from appropriation items or accounts of the Receiving Agency from which like expenditures would normally be paid, based upon vouchers drawn by the Receiving Agency payable to Performing Agency.

Payments for service performed shall be billed monthly

(Weekly, monthly, lump sum, etc)

Payments received by the Performing Agency shall be credited to its current appropriation item(s) or account(s) from which the expenditures of that character were originally made.

**VI. TERM OF CONTRACT:**

This Contract is to begin September 1, 1989, and shall terminate August 31, 1991 (Term of Contract cannot transcend the biennium.)

THE UNDERSIGNED CONTRACTING PARTIES do hereby certify that, (1) the services specified above are necessary and essential for activities that are properly within the statutory functions and programs of the affected agencies of State Government, (2) the proposed arrangements serve the interest of efficient and economical administration of the State Government, and (3) the services, supplies or materials contracted for are not required by Section 21 of Article 16 of the Constitution of Texas to be supplied under contract given to the lowest responsible bidder.

RECEIVING AGENCY further certifies that it has the authority to contract for the above services by authority granted in Texas Water Code, Section 6.190 (Statute, Constitution, Appropriation Bill)

PERFORMING AGENCY further certifies that it has authority to perform the services contracted for by authority granted in Texas Water Code, Section 5.229 (Statute, Constitution, Appropriation Bill)

SUBJECT TO THE APPROVAL of the State Purchasing and General Services Commission, the undersigned parties bind themselves to the faithful performance of this Contract. It is mutually understood that this Contract shall not become effective until approved by the State Purchasing and General Services Commission, and that such approval must be obtained prior to the beginning date of the Contract.

**RECEIVING AGENCY**

Texas Water Development Board  
Name of Agency  
By: [Signature]  
Authorized Signature  
Executive Administrator  
Title

Date: \_\_\_\_\_

**PERFORMING AGENCY**

Texas Water Commission  
Name of Agency  
By: [Signature]  
Authorized Signature  
Executive Director  
Title

Date: 9-3-89

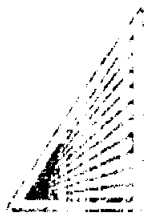
EXAMINED and APPROVED this the SEP 01 1989 day of \_\_\_\_\_, A.D., 19 \_\_\_\_\_

**STATE PURCHASING AND GENERAL SERVICES COMMISSION**

By: [Signature]  
Director, Centralized Services Division

Verbal Approval for September 1, 1989  
start date given on August 16, 1989





# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Green Street, Suite 250  
 Lakewood, CO 80226-1000  
 Telephone: (303) 440-314  
 FAX: (303) 440-3851

Order Placed By:	Name: <u>LUE PAKER</u>	Date: <u>10-89</u>
	Title:	Telephone: <u>(915) 267-0341</u>
	Department:	

BILL TO:	SHIP TO: (Street address, please)
<u>COCONA RIVER MWD</u>	<u>1700 21st Street, Suite 200</u>
<u>P.O. BOX 263</u>	<u>4001 East 14th St.</u>
<u>Long Springs, TX 75765</u>	<u>Long Springs, TX 75765</u>

<input type="checkbox"/> Enclosed <input type="checkbox"/> To be Sent <input checked="" type="checkbox"/> Not included	<input type="checkbox"/> Enclosed <input type="checkbox"/> To be Sent <input checked="" type="checkbox"/> Not included
--	--

8 (915) 267-0341

## MAJOR RIVERS

Texas Water Education Program

Description	UNIT PRICE		Quantity	Total
	Low	High		
<b>CLASS SET</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	\$50	1	\$45
<b>STUDENT PACK</b> (to supply teachers with more than one class or to resupply previous years' teachers; contains 25 copies of student materials only)	\$25	\$30	1	\$25
States or Total				
Shipping Charge				
Shipping Charge				
TOTAL				



\*Any materials shipped within the state will be printed with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

Date: 1/16/90

MAJOR RIVERS SUBSIDY: FY 90

Entity	Original Proposal	Subsidy Reserved	Subsidy Billed
Bilma Public Utility Dist.	\$	\$	\$ 60
Bridgestone MUD			
Brazos River Auth.	23,865		
Brookesmith Water			60
Canadian River Mun. Water Auth.	5,940		
City of San Antonio Water Res. Mgmt.	10,620		10,950
City of Stephenville			60
Colorado River Municipal Water Dist.			240
Guadalupe-Blanco River Auth.			1,260
Harris Co. Utility Dist. #5	840		1,050
Harris-Galveston Coastal Sub. Dist.	26,865		
Johnson Co. Fresh Water Supp. Dist. #1			
Jones Co. 4-H	101		30
Lake Cities MUA	1,875		
Lower Neches River Auth.	3,600		3,100
Middle Concho Soil & Water District			195
Red Bluff Water Power Control Dist.	525		
Red River Auth.			120
Sabine River Authority			4,675
Tarrant Co. Water Central Dist.	9,225		
Trinity River Auth.	29,520		
Upper Guadalupe River Auth.			185
Wells Branch Municipal			75
Williamson Co./Anderson Mill MUD			105
	<u>\$112,976</u>	\$	<u>\$22,165</u>

FY 90  
total reserved  
+ billed = \$22,165

TWC - FY90

\$20,000 original amount  
-20,000 reserved + billed  
0 remainder

TWDB - FY90 IAC

\$19,400 original amount  
- 2,165 reserved + billed  
\$17,235 remainder





### SPONSORS OF THE "MAJOR RIVERS" PROGRAM

- American Mill Mills
- American National River Authority
- Conservation Services
- River Authority of Texas
- Colorado-Brazos River Authority
- Colorado State Fresh Water
- Colorado M.D.B.
- Colorado State #30
- Colorado State #40
- Colorado Authority
- Colorado Mills
- Colorado State M.D.B.
- Colorado State
- Colorado State
- Colorado Water Board
- Colorado Authority
- Metropolitan Water District
- Denver
- Denver State & Water
- Florida State Authority #1
- Cypresswood Utility District
- Grand Rapids Utility District
- Grand Rapids Water
- Grand Rapids Mills
- Colorado River Mills
- Lower Verde Utility District
- Upper Colorado Utility District



# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1685

January 30, 1990

Mr. John J. Byrum, II  
Director  
City of Victoria  
3209 N. Ben Jordan  
Victoria, TX 77902

Dear John:

Thank you for your interest in "Major Rivers", the Texas Water Education Program.

I have enclosed a cost proposal by ISD within each county in your service area. The statistics used to compile the numbers of fourth grade students in the school districts were taken directly from the 1988 Texas Education Agency Guide. The number of students was then divided by 25 (the maximum number of students per classroom allowed by The State of Texas) to arrive at the estimated number of classrooms in that school district.

I am enclosing a "Major Rivers" preview kit, an order form, and some teacher brochures for your convenience. Please let me know if I can provide you with any additional information or assistance. I look forward to working with you and the City of Victoria.

Sincerely,

*Ann*

Ann M. Crafton  
Director of Marketing

cc: Donna Darling (TWDB)

**CITY OF VICTORIA**

This proposal outlines the estimated number of 4th grade classrooms by school district within the county. The following information was comprised using the 1988 Texas Education Agency guide.

School District      4th grade students      4th grade classrooms

**VICTORIA COUNTY**

Bloomington ISD	61	3
Victoria ISD	1,123	45
McFaddin ISD	3	1
Nursery ISD	13	1
<b>SUBTOTAL...</b>		<b>50</b>

From this chart you can see that you will need a total of **50** Major Rivers class sets to supply 100% of the fourth grade classrooms in your service area. A break down of costs follows:

<u>ITEMS</u>	<u>COSTS</u>
50 Major Rivers class sets @ \$45.00 each	\$2,250
Less TWC, TWDB, TDH subsidy @ \$15.00/class set	-750
Imprinting 50 class sets of 25	60
Shipping (one location)	90
<b>Total</b>	<b>\$1,650</b>

- Shipping costs are estimated and may vary slightly.



Educational Development Books, Inc.  
 6506 E. Center St., Suite 250  
 Leavitt, CA 94541  
 (415) 433-5414

Shipping Address  
 Billing Address  
 Checked by

INVOICE  
 ORDER  
 NO. 118  
 DATE 11/18/88  
 CREDIT  
 AUTHORITY  
 FOR RETURN

Customer Number	Date Order Received	Purchase Order No.
<b>NOT REQUIRED</b>		

**UPPER GUADALUPE RIVER AUTHORITY**  
 Post Office Box 1278  
 Kerrville TX 78029  
 Attn: Laura Hargrove  
 (512) 896 7478

**UPPER GUADA**  
 154155 VEB  
 KERRVILLE TX  
 Attn: Laura Hargrove  
 (512) 896 7478

NO. 24 - CUSTOMER	INTRODUCTIONS TO OUR SERVICES
<b>THIS IS NOT AN INVOICE.</b>	imprinting
	<input type="checkbox"/> Home Activity Booklet <input checked="" type="checkbox"/> Record Sheet imprinting copies
Terms: Net 30 days, P.O. Bill Accepted SH printed on recycled paper where applicable; state tax will be added.	Imprinting Cost: <b>\$50.00</b> Estimated Shipping: <b>\$0.00</b>

DESCRIPTION	QTY ORDER	QTY SHIP	UNIT PRICE
MA. RIVERS CLASS SETS	2		\$10.00
LEAD SHEET BY TWO	2		\$10.00
<i>TWC - 11/18/88</i>			TOTAL DUE: <b>\$20.00</b>

Inventory Control  
 By \_\_\_\_\_  
 Date \_\_\_\_\_  
 Shipped by \_\_\_\_\_  
 Bill(s) Attached \_\_\_\_\_



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: Educational Development Specialists  
14000  
Houston, Texas  
77033

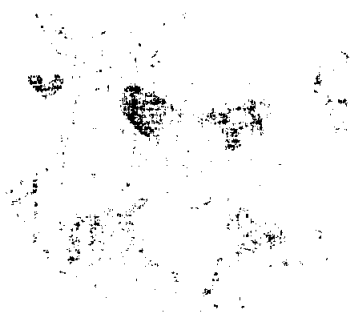
Order Placed By:	Name:	Address:

BILL TO:	SHIP TO:
COMPANY: _____ P.O. BOX: _____ CITY: _____ STATE: _____ ZIP: _____	COMPANY: _____ P.O. BOX: _____ CITY: _____ STATE: _____ ZIP: _____

Bill order to \_\_\_\_\_  
2066 \_\_\_\_\_

## MAJOR RIVERS Texas Water Education Program

CLASS SET	NUMBER	UNIT PRICE	TOTAL
<b>CLASS SET</b> This set includes 10 copies of the major rivers manual, 10 copies of the major rivers map, and 10 copies of all other materials.	10	\$40.00	\$400.00
<b>STUDENT PACK</b> This set includes 1 copy of the major rivers manual, 1 copy of the major rivers map, and 1 copy of all other materials.	10	\$30.00	\$300.00
*Any material supplied by Texas Water Education Program is available for purchase through this order form.			



\*Any material supplied by Texas Water Education Program is available for purchase through this order form.



# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1685

February 22, 1990

Sonny Kretzschmar  
Texas Water Development Board  
Post Office Box 13231  
Austin, TX 78711-3231

Dear Sonny:

As you know, the first state-subsidized printing of the "Major Rivers" program was delivered to participating classrooms in November 1989. A total of 1,901 classroom sets were purchased by the sponsors on the attached list. When translated into students reached, the total for the 1989-90 school year will be 47,525.

While this is a great accomplishment, there are still some 200,000 fourth-grade students in Texas whose teachers have not yet received "Major Rivers," and there is no guarantee that this year's sponsors will choose to resupply the consumable portions of the classroom sets they provided this year.

In that regard, I would like to propose that the state encourage the continued participation of current sponsors by presenting them with a signed certificate like the one enclosed so that they will know their efforts were appreciated. Donna Darling will have the certificates inscribed and signed and will deliver them to participating river authorities and water agencies. Also, at the end of the school year, EDS will compile a report which includes pretest and posttest results and teacher comments. This report will be mailed to each of the sponsors and water agencies.

Some time in the near future, I would like to give you a call to hear any ideas you may have about how EDS can support further efforts to reach the 200,000 fourth-graders not yet exposed to the program.

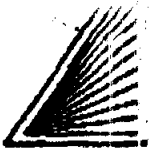
Finally, we feel that the subsidy provided by your agency and the other two state agencies, enabling local sponsors to purchase the program at a considerable savings, was a critical factor in the first year's success. We sincerely hope that the subsidy will be re-funded or even expanded for the 1990-91 school year.

I will talk to you more about the certificate and the next phase of moving "Major Rivers" statewide when I call.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk



# Development Specialists

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Sherry Bailey</u>	Date: <u>3-20-90</u>
	Title/Department: _____	Telephone: <u>(915) (46-5731)</u>

BILL TO:	SHIP TO: (Street address please)
<u>SAME</u>	<u>Sherry Bailey</u> <u>* Brooksmith Special Utility Dist.</u> <u>Box 377 South of Kopper Hill</u> <u>Brookwood, TX 77604</u>

**PURCHASE ORDER (Check one)**

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING (Check one)**

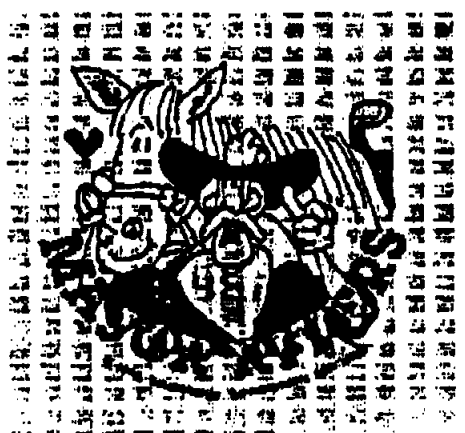
Requested     Need Information     Not Requested

*bill for TWC for CS only. NO subsidy on student packs*

## MAJOR RIVERS Texas Water Education Program

*Charge Logo*  
*\* Hold for camera ready art.*

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	6	180
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	<del>(\$10)</del>	<del>\$25</del>	4	140
<b>Materials Total</b>					320
<b>Imprinting Charge</b>					50-
<b>Shipping Charge</b>					
<b>TOTAL</b>					370-



Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.







# MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM

## Program Record Sheet

Teacher Sharon Williams Date 3/5/90

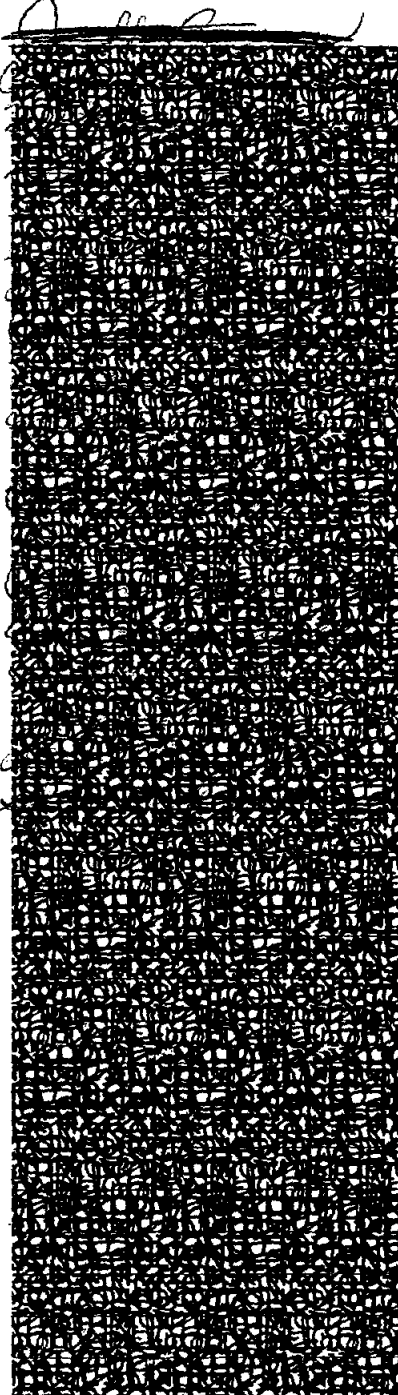
School Anderson Mill ISD Round Rock Grade Level 4

School Street Address 10610 Salt Mill Hollow  
Austin (Material cannot be sent to a post office box) 78750

After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy. Thank you.

### Test Results

Pupil



Pretest Score (20 possible)

Posttest Score (20 possible)

8/20	40%	95%
10/20	50%	80%
9/20	45%	85%
15/20	75%	100%
12/20	60%	95%
13/20	65%	85%
15/20	75%	100%
14/20	70%	85%
11/20	55%	90%
11/20	55%	100%
9/20	45%	95%
5/20	30%	80%
12/20	60%	85%
12/20	60%	75%
12/20	60%	85%
12/20	60%	50%
11/20	55%	85%
15/20	75%	100%
14/20	70%	100%
16/20	80%	100%

### Teacher Reactions

1. What was the attitude of most of your pupils toward the program?

- very positive       neutral  
 positive       negative

Comments:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. Please list any comments or suggestions you have about any aspect of the program.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. Do you want to teach the program again next year and have consumable pupil materials replaced?

- yes       no

Comments:

\_\_\_\_\_  
 \_\_\_\_\_

**PLEASE COMPLETE AND RETURN THIS RECORD SHEET TO YOUR SPONSOR.**

**THIS PROGRAM RECORD SHEET IS ESSENTIAL FOR EVALUATION AND CONTINUATION OF THIS WATER PROGRAM**

After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy. Thank You.

# MAJOR RIVERS TEXAS WATER EDUCATION PROGRAM

## Program Record Sheet

Teacher Zimmerman Date March, 1990

School Anderson Mill ISD Round Rock Grade Level 4

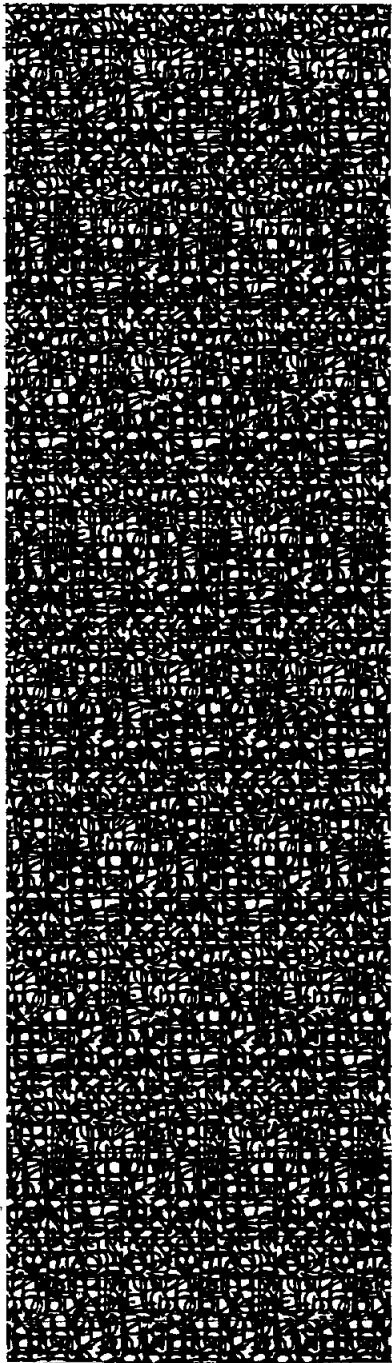
School Street Address 10610 Salt Mill Hollow Austin 78750  
(Material cannot be sent to a post office box.)

After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy. Thank you.

### Test Results

Pupil

Pretest Score (20 possible)      Posttest Score (20 possible)



6	16
13	15
9	17
12	19
9	19
12	20
6	20
15	19
9	19
9	18
7	15
12	16
14	19
11	18
16	20
9	20
7	13
11	20
17	20
6	15

### Teacher Reactions

1. What was the attitude of most of your pupils toward the program?

- very positive       neutral  
 positive       negative

Comments:

2. Please list any comments or suggestions you have about any aspect of the program.

3. Do you want to teach the program again next year and have consumable pupil materials replaced?

- yes       no

Comments:

We've found it ~~for~~ very useful.

**PLEASE COMPLETE AND RETURN THIS RECORD SHEET TO YOUR SPONSOR.**

**THIS PROGRAM RECORD SHEET IS ESSENTIAL FOR EVALUATION AND CONTINUATION OF THIS WATER PROGRAM**

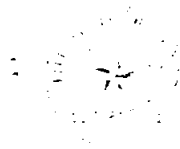
After you finish teaching the program, please fill in the information requested on this sheet. Keep the original for your records. Fold and send in the bottom copy  
**Thank You.**





# TEXAS WATER COMMISSION

B. J. Wynne, III, Chairman  
John E. Birdwell, Commissioner  
Cliff Johnson, Commissioner



John J. Vay, General Counsel  
Michael E. Field, Chief Hearings Examiner  
Brenda W. Foster, Chief Clerk

Allen Beinke, Executive Director

March 16, 1990

Mr. Fred C. Niedermeyer, Ed.D.  
President  
Educational Development Specialists  
5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093

Dear Mr. Niedermeyer,

Thank you for all the fine work your company has done in the statewide development and distribution of the Major Rivers program. I am pleased the Commission has been a part of this worthwhile endeavor.

Bill Colbert and Renee Carlson of my public information staff are working closely with Donna Darling in producing a certificate to present to participating sponsors. The idea is an excellent one.

The end of August, 1990 will conclude our present two year financial commitment to the Major Rivers subsidy program. I am uncertain at this time what the new biennium will bring, but you will continue to have our enthusiastic endorsement. In this regard, we will be in touch with the Trinity River Authority and the Brazos River Authority.

Please consult with Bill Colbert or Renee Carlson when you make your contact in the near future by calling 512/463-8028. Once again, I greatly appreciate your diligence in this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read "Buck Wynne".

B. J. Wynne, III, Chairman

cc: Donna Darling, TWDB



# Development Specialists

FAX

(512) 277-1282

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By: \_\_\_\_\_ Name: Rebecca Raabe Date: 3-20-90  
Title: \_\_\_\_\_ Telephone: (512) 769-3740  
Department: \_\_\_\_\_

BILL TO: Rebecca Raabe -  
Evergreen Underground Water Cons.  
P.O. Box 155  
Sourdanton, TX 78026

SHIP TO: (Street address please)  
Rebecca Raabe  
Evergreen Underground Water Conservation District  
1306 Simmons  
Sourdanton, TX 78026

**PURCHASE ORDER** (Check one)  
 Enclosed  To Be Sent  Not Required  
Number (if known) \_\_\_\_\_


**\*IMPRINTING** (Check one)  
 Requested  Need Information  Not Requested  
(skip by 3-30-90)

*Bill TWC*

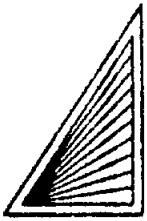
## MAJOR RIVERS

Texas Water Education Program

*These materials have been provided by Evergreen Underground Water Conservation District along with*

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	8	40
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25	10	250
	Materials Total				490 - <del>400</del>
	Imprinting Charge				50 -
	Shipping Charge			est.	30 -
	<b>TOTAL</b>				<b>540 -</b>

Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Mike Gonzales</u>	Date: <u>4-3-90</u>
	Title/ Department: _____	Telephone: <u>(512) 227-1373</u>

BILL TO:	SHIP TO: (Street address please)
<u>SAME</u>	Attn: <u>Mike Gonzales (Envir. Service)</u>
	<u>San Antonio River Authority</u>
	<u>100 E Guenther</u>
	<u>San Antonio, TX</u>
	<u>78201</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) # 1574

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

*Bill TWC  
\$ 450.00  
30 CS @ 15.00 = 450*

*Hold for Logo.*

## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	30	900-
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25		
	Materials Total				
	Imprinting Charge				50-
	Shipping Charge				
	<b>TOTAL</b>				

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



Please add to list of  
certificate recipients.

Mike Gonzales  
Environmental Services  
San Antonio River Authority  
100 E. Guenther  
San Antonio, TX 78201

# TEXAS WATER DEVELOPMENT BOARD

## INTEROFFICE MEMORANDUM

TO Tommy Knowles DATE: 4//6/90

THRU Sonny Kretzschmar

FROM : Donna Darling, TWDB Public Information & Education

SUBJECT: Transfer of 1991 Research and Planning Funds for  
Subsidizing Major Rivers Program

If the Brazos River Authority purchases some 1500 Major Rivers Education kits in June, the remaining \$17,000 of the original \$40,000 dollars contributed by the TWC and the TWDB will be used up. (see attached status of program letter & subsidy breakdown)

As you can see, there is still a potential for a large number of first-time purchasers who may want to apply for the subsidy. The Trinity River Authority is considering the program and a full order subsidy for their service area would exceed \$19,000.

Therefore, I would appreciate an opportunity to discuss the use of a minimum of \$20,000 of research and planning money as the 1990-91 school year subsidy for the Major Rivers Program.

The consultant is currently preparing a statistical report on the accomplishments of the program during the 1989-90 school year. I would recommend that we place this item on the July Board meeting agenda so that we will have this report as justification for use of the additional \$20,000 in research and planning funds.

Your comments would be appreciated.



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>Sue Baker</u>	Date: <u>4-25-90</u>
	Title/ Department:	Telephone: <u>(915) 267-6341</u>

BILL TO:	SHIP TO: (Street address please)
<del>STATE</del> P.O. Box 869	Attn: <u>Sue Baker</u> (Howard Scurry)
79721	Colorado <sup>RM</sup> Blvd. 400 E 24th St. Sector
	Big Spring, TX 79720

<b>PURCHASE ORDER</b> (Check one) <input type="checkbox"/> Enclosed <input type="checkbox"/> To Be Sent <input type="checkbox"/> Not Required Number (if known) _____	<b>*IMPRINTING</b> (Check one) <input type="checkbox"/> Requested <input type="checkbox"/> Need Information <input checked="" type="checkbox"/> Not Requested
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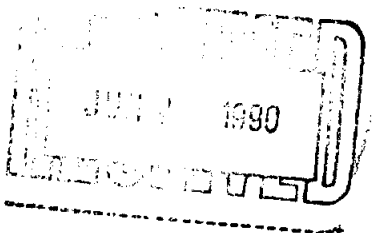
Bill subsidy to TWC - 17 x \$15 = 255

## MAJOR RIVERS Texas Water Education Program

RUSH  
2 WKS.

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	17	510-
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25		
	Materials Total				
	Imprinting Charge				0
	Shipping Charge				
	<b>TOTAL</b>				

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



CONTRACT VOUCHER LOG

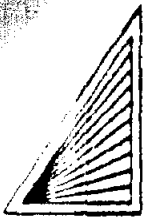
CONTRACT NO.: 150

VOUCHER NO.: 1

CONTRACT MGR. Darling

VOUCHER AMOUNT: \$ 7,305<sup>00</sup>

<u>EVENT</u>	<u>DATE</u>	<u>INITIALS</u>
Voucher Received by Contract Manager	<u>5/2/90</u>	<u>DNL</u>
Voucher Determined Complete	<u>5/3/90</u>	<u>DNL</u>
Voucher Provided to Carolyn Brittin	<u>5/03/90</u>	<u>CLB</u>
Voucher Provided to Assistant Division Director	_____	_____
Asst. Division Director's Approval	_____	_____
Voucher Provided to Division Director	_____	_____
Director's Approval	_____	_____
Received by Gladys Stansberry	<u>5/03/90</u>	<u>CLB</u>
Gladys Stansberry's Approval	<u>5-4-90</u>	<u>gm</u>
Received by DFM <u>Stapp</u>	<u>5-8-90</u>	<u>WK</u>
Sue Brookmole's Approval	<u>5-9-90</u>	<u>DMS</u>
Received by Gladys Stansberry	_____	_____
Payment Request Sent to Comptroller <u>SPGSC</u>	<u>5-10</u>	<u>gm</u>
Comptroller Warrant (No. <u>7944998</u> )	<u>5-30-90</u>	<u>gm</u>
Return Completed Form to Carolyn Brittin	Date Received <u>6/04/90</u>	<u>CLB</u>



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
 Lakewood, CA 90713-3093  
 Telephone: (213) 420-6814  
 FAX: (213) 420-1485

\* Note: change on RS. imprint.

Order Placed By:	Name: <u>DAN COPPS</u>	Date: <u>6-19-90</u>
	Title/	
	Department:	Telephone: <u>(713) 358-4224</u>

4955

BILL TO:	SHIP TO: (Street address please)
	<u>Dan Copps</u>
	<u>Harris County Utility District #5</u>
	<u>3928 Kingwood Dr.</u>
	<u>Kingwood, TX</u>
	<u>77339</u>

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

#5271

## MAJOR RIVERS Texas Water Education Program

R.S. -  
 Harris County ~~UTD~~  
 Utility District #5.  
 P.O. Box 5447  
 Kingwood, TX 77305

\* Bu TWC  
 5 C @ 15.00 = \$75.00

CLASS SET:	UNIT PRICE		No. of Kits Ordered	Extended Price
	Less State Subsidy	Actual Cost		
(for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	* 5	150
	45	0	70	3150
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)		
	Materials Total			3300
	Imprinting Charge			70
	Shipping Charge <i>est.</i>			135
	<b>TOTAL</b>			<b>3505.</b>

\* Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# Educational Development Specialists

1990  
~~1989~~ ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order Placed By:	Name: <u>J. W. Dean</u>	Date: <u>July 2, 1990</u>
	Title/Department: <u>General Manager</u>	Telephone: <u>214/639-7538</u>

**BILL TO:**  
Northeast Texas Municipal Water Dist.  
P. O. Box 955  
Hughes Springs, Texas 75656

**SHIP TO:** (Street address please)  
Northeast Texas Municipal Water Dist.  
P. O. Box 955 (Hwy 250, South)  
Hughes Springs, Texas 75656

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number (shown) \_\_\_\_\_

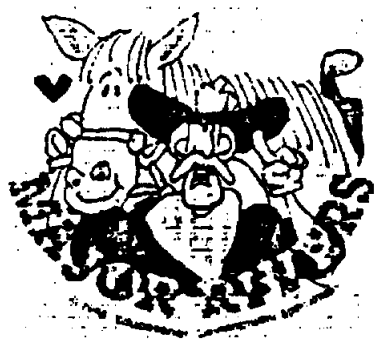
**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

*Bill T  
32 CS @ \$15.00 = \$480.00*

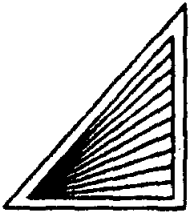
## MAJOR RIVERS Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials including video cassette, and 25 copies of student materials)	\$45	(\$15)	\$30	32	\$960.00
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25		
Materials Total					\$960.00
Imprinting Charge					50 -
Shipping Charge					
<b>TOTAL</b>					1010 - <del>\$960.00</del>



\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.





**Educational  
Development  
Specialists**

5505 East Carson Street, Suite 250 • Lakewood, CA 90713-3933 • (213) 420-6814 • FAX (213) 420-1485

**FAX COVER SHEET**

Date: 7-11-90 Time: 2:36 No. of Pages: 2

TO: Donna Darling

COMPANY/  
DEPARTMENT:

TWDB

(512)

FAX NO. 475-2053

FROM: Ann Crafton

SUBJECT: M.B. order

MESSAGE: reminder: Sue Baker is offering Major  
Rivers - school district by school district within

her service area. The class sets have been

confirmed as new teachers & the student packs  
are re-supply. The subsidy was allowed only on  
- the class sets.

If you do not receive all the pages, please call as soon as possible.

P.S. - I should have the completed M.R. record  
sheet report very soon! You'll be 1<sup>st</sup> to see it.





# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5305 East Carson Street, Suite 250  
 Lakewood, CA 90713-3093  
 Telephone: (213) 420-6814  
 FAX: (213) 420-1485

Order Placed By:	Name: <u>Sue Baker</u> (183)	Date: <u>7-11-90</u>
	Title/Department: _____	Telephone: <u>(915) 267-6341</u>

BILL TO:	SHIP TO: (Street address please)
	# 5309

**PURCHASE ORDER** (Check one)

Enclosed     To Be Sent     Not Required

Number of known: \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

*all TWC  
 140 CS @ 1500 = 210000  
 subsidize class sets only*

## MAJOR RIVERS Texas Water Education Program

*ship by 7/23/90*

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	140	4,200
<b>STUDENT PACK:</b> to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25	18	630
	Materials Total				4,830
	Imprinting Charge				
	Shipping Charge				
	<b>TOTAL</b>				

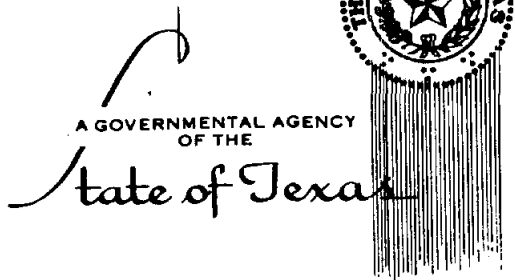
*\**

*\* subsidize class sets*

*(do not subsidize)*



\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



# SABINE RIVER AUTHORITY

of Texas

Lake Fork Division  
P.O. Box 487  
Quitman, Texas 75783  
214/878-2262

November 29, 1989.

Ms. Donna D. Darling  
Director/Office of Public  
Information & Education  
Texas Water Development Board  
P.O. Box 13231  
Capitol Station  
Austin, Texas 78711-3231

RE: "Major Rivers" Water Education  
Program

Dear Ms. Darling:

Please find attached for your files a copy of an article concerning the "Major Rivers" program from the Wood County Democrat from Quitman, Texas. This news release was supplied to 21 different newspapers in the Sabine Basin.

As of this date "Major Rivers" materials have been distributed to 373 4th grade classrooms on 90 different elementary school campuses in 65 school districts in 18 counties in the basin. Based on our most recently revised estimate of the total number of 4th grade classrooms in the basin, 490, the 373 figure represents approximately 96% coverage.

The remarkably positive response from both teachers and administrators to the "Major Rivers" program has been a pleasant surprise to say the least. Your help and the financial assistance of the TWDB, TWC, and TDH is sincerely appreciated.

Sincerely,

A handwritten signature in cursive script that reads "David S. Parsons".

David S. Parsons  
Regional Manager

DSP/lw

cc: Sam F. Collins  
Ann Crafton

## Water Well Statistics

May, June, July, 1990

County	Permits	Wells Completed	Wells Abandoned
Hansford	0	1	0
Hartley	0	5	0
Hutchinson	1	2	0
Lipscomb	0	0	0
Moore	3	5	2
Ochiltree	1	1	1
Sherman	2	7	1
<b>Totals</b>	<b>7</b>	<b>21</b>	<b>4</b>

interfere with each other, especially when they have been run hard and long. The "area of influence" of a pumping well will expand to the point where it overlaps the boundaries of "areas of influence" of other wells that are producing water in the immediate area. This overlapping creates a depression in the water table that has an effect on all the wells that are producing from the aquifer in the general area. The depression means that the pumping level in most of those wells is down and the efficiency of the pumps is probably suffering because of the increased drawdown. This in turn may show up in the form of slightly less water being produced by the individual wells in this area.

The farmer knows that last year he was able to water a certain number of rows with the water he had available. Now he can't seem to ever get the rows through unless he cuts back the number of rows he is watering. To the farmer this means that something is wrong and he immediately starts worrying about the condition of his wells and the suspicion grows that his wells are failing for some reason. The farmer now starts trying to push the water through the field by shutting off rows and forcing more water through the remaining rows. This procedure will help in some instances but in most cases it only creates more worry on the operators' part and he becomes absolutely positive that something is wrong with his well. The major problem is that it is "DRY" out there and the more dry it becomes, the more problems the operator is going to have getting the crop watered.

The field staff of the Water District has measured and tested many wells since this period of dryness and hot weather started. In most cases the wells were producing very near what they were producing several years ago, if measurements have been made in the past. Many sprinkler systems were tested with the new electronic flow meter which has improved the accuracy of our field measurements. Since the start of this irrigation season the

Dumas field staff has measured or tested approximately 200 wells or sprinkler systems in the western three county area. It has been a particularly busy year for us and will continue that way until the precipitation returns to help us cool off and get wet.

## Water Educational Program

This District will be sending out information concerning a water educational program. The program will be for 4th grade students. If the grade schools want the program the District will furnish all the materials needed for the program.

The title of the program is "Major Rivers" and was developed through a process of educator review, field testing and revision. Field-test results from 11 Texas fourth-grade classrooms showed a high level of student learning of objectives; students averaged 50% on the pretest and 87% on the posttest.

More than 90% of the students said that they learned an important thing, that they'd now be more careful using water and that they liked "Major Rivers." Of the teachers, 100% said that the content was objective, that the pupils' reactions were positive, and that they'd like to teach the program again.

The program is designed especially for the 4th grade level. It is colorful, entertaining and easy to teach. All the materials needed for instruction will be provided and include the following: Teachers guide, Video, Poster, Program record sheet, Student booklets, Pretest, Posttest, Home information leaflets and Major Rivers stickers.

Instruction focuses on five specific learning objectives.

1. Identify the steps in the water cycle.
2. Identify basic facts about the water supply in Texas which include; the regional differences in rainfall, the amount of water supplied by surface and by groundwater, and the State's major rivers and aquifers.
3. Identify the steps and processes of the water distribution system in Texas.
4. Recognize typical household water uses, and identify which ones use the most water over a year's time.
5. Identify water conservation practices and assess personal habits.

These objectives also support many of the State's Essential Elements in science, social studies and writing.

The program consists of 10 lessons, requiring approximately 30 - 45 minutes of instruction each day. Suggestions for optional enrichment activities are included if the teacher wants to expand the program.



After reading the papers and listening to the news I begin to think that the best thing that could happen to this country would be to repeal every law we have, with the exception of murder, robbery and rape, then start all over.

Every time that congress and the state legislature meet they pass more laws which makes more violators. The time will come when every city of any size will have a state or federal prison. This will sound good to the citizens of the area. They don't stop to think that they are the ones who have to pay for the prisons through taxes.

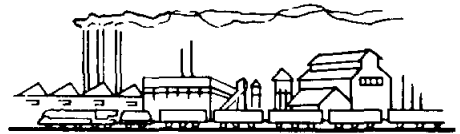
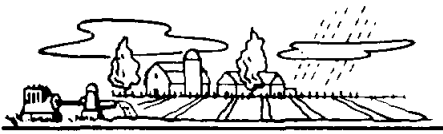
It is estimated that it costs about \$50.00 per day to house each prisoner. Multiply that by the number of people that we now have in jails and prisons. The only way the state and nation have of supplying money is through taxing its citizens. Then think of the court appeals. It takes about ten years to bring a murderer to justice. The taxpayer pays this cost.

If our system of laws is going to work, they must be changed so that Justice will be swift. If the law violator knew that he was going to prison or the electric chair the next week, he would have second thoughts about committing a crime.

## "Do Not Take Your Water For Granted"

### Directors To Meet

The Board of Directors of the North Plains Groundwater Conservation District No. 2 will meet in regular session Friday, August 10, 1990 in the District Office, 603 East First Street, Dumas, Texas at 10:00 a.m.



# NORTH PLAINS WATER NEWS

A Publication of the NORTH PLAINS WATER CONSERVATION DISTRICT

Volume 34, No.3

"WASTE MAKES WANT"

August 1990



**HEATH ROUSSER**

*Heath Rousser is the winner of the \$300.00 scholarship given by the North Plains Water District for his essay on "Why the Importance of Water Conservation". Heath is the 17 year old son of Mr. & Mrs. Rick Rousser of Sunray. His father is a farmer-rancher and his mother is a substitute teacher for Dumas Independent School District.*

*Heath belongs to the Sunray Baptist Church and has served as youth council president. He has participated in football for four years, being selected as all-district defensive end, honorable mention wide receiver, all-district academic team. He has also played basketball four years and was selected to the all-district team and the all-district academic team. He has played tennis for four years being a regional qualifier for 2 years. He has been a member of the National Honor Society for two years, serving as secretary this year. He is a member and officer of student council and a class officer. He has participated in U.I.L. events all four years.*

*Upon graduation Heath plans to attend Texas Tech University and pursue a degree in accounting.*

## Why The Importance Of Water Conservation

Agriculture is responsible for 72% of all the water used in Texas. Irrigation is a significant factor in the success and size of the agriculture economy. My grandfather came to the North Plains in 1954 and started to irrigate. Irrigation was new and water was abundant. Irrigation gas was cheap and little emphasis was placed on conserving the water. But not so today.

Since that time through technology and education we have learned how to conserve and protect our water. The North Plains Water District is composed of a seven county area and is doing much in the community to preserve and protect our water resources. By issuing well-drilling permits, they are able to keep an accurate record of all irrigation wells, regulating spacing and production of wells.

As irrigated acreage expanded, water use increased. The High Plains Region is highly dependent upon water and energy resources. The quantities of ground water that are being withdrawn and used far exceed the quantities being replaced.

Ground water is one of our nation's most important resources. It is a source of irrigation for this country's multi-billion dollar agriculture industry and it is especially used in the county which we live. Moore County is a very prosperous place that has always been blessed with an abundance of water. With our water table dropping we need to teach and practice water conservation. It is hard to believe that with more than seventy percent of the earth's surface covered by water we could run out. But it could happen and it's up to my generation to see that it does not.

Our agriculture uses many different ways to irrigate. One of the most efficient and economical ways to irrigate is through the use of a low energy precision application (LEPA). The answer to the deepening water table in the High Plains and the resulting higher cost of pumping that water to grow a crop was LEPA. Developed by Bill Lyles, an agricultural

engineer in Lubbock, it has received wide acclaim by progressive farmers in our country.

The development of LEPA was a great asset when energy prices were escalating and farm prices were declining. This irrigation system uses drop pipes or flexible hoses fitted with special designed low-energy heads that release water 12 to 15 inches above the ground reaching efficiency levels of 95 to 98%. This is about 15% higher than the average center-pivot sprinkler system.

The center-pivot sprinkler system along with the LEPA sprinkler saves labor, fuel, time, money, and water. All of these resources mean the difference between profit and loss to a farmer.

On our farm the use of low pressure pivots reduces water loss due to evaporation as compared to high pressure systems. We have also found that coarse-groove pads save evaporation as compared to fine-groove pads due to the wind here on the North Plains.

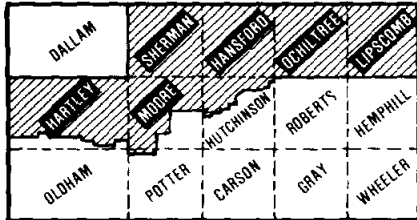
Gated pipe is another device used to irrigate crops here on the North Plains. Less evaporation occurs with gated pipes than any sprinkler system. Gated pipes, however, are more labor intensive than center-pivots and require leveling to ensure equal distribution of water across the field, but if the farmers intent is water conservation, gated pipes are certainly a positive alternative.

The least used method to apply water on fields is surge flow. Surge flow uses a battery-powered valve in a tee directly downstream from the riser or outlet valve. The surge valve directs water alternately from one set of furrows to the other. The duration of the flow to each set of furrows is determined by the surge valve controller. Surge flow gives farmers an opportunity to apply lighter applications than flow irrigation. Usually surge flow is used for pre-watering or one of the first seasonal waterings.

Ditch irrigation is applying irrigation water in furrows between crop rows by the use of tubes. It is the oldest type or irrigation in Moore County. It is less economical because it involves more labor and time and a greater evaporation loss results.

*(continued on page 2)*

**North Plains Water News**



**A publication of the  
North Plains Water Conservation District  
DISTRICT OFFICE**

**Box 795 - Dumas, Texas 79029 - Ph. 806/935-6401**  
 Richard Bowers ..... Manager  
 Ann Sims ..... Exec. Sec./Recept./BookKeeper  
 Pauleta Wood ..... Engr. Secretary  
 Don Piatt ..... Field Engineer

**FIELD OFFICE**  
**Box 351 - Spearman, Texas 79081 - Ph. 806/659-3165**  
 Buddy Witherspoon ..... Field Representative

**\* BOARD OF DIRECTORS \***  
 Gaston Wells, President ..... Dumas  
 N. F. Renner, Vice President ..... Spearman  
 Robert Thompson, Secretary ..... Hartley  
 Neal Spurlock, Director ..... Sunray  
 Roy Stollings, Director ..... Perryton

**\* COUNTY COMMITTEEN \*  
 HANSFORD COUNTY**  
 Buddy Witherspoon, Secretary  
 Pittman-Shieldknight Bldg - Spearman, Texas  
 Dennis Stedje ..... Gruver, Texas  
 Loyall Turner ..... Gruver, Texas  
 Bob Zimmer ..... Gruver, Texas  
 Everett Vanderburg ..... Spearman, Texas  
 Johnny Lee ..... Spearman, Texas  
*Committeemen meet the third Monday of the last month of each quarter at a location to be announced.*

**HARTLEY COUNTY**  
 Ann Sims, Secretary  
 District Office - Dumas, Texas  
 Gene Atkinson ..... Dalhart, Texas  
 Jack Thompson ..... Hartley, Texas  
 Cleo Ledbetter ..... Dalhart, Texas  
 Kurt Presley ..... Dalhart, Texas  
*Committeemen meet the second Monday of the last month of each quarter at K-Bob's Steak House, Dalhart.*

**HUTCHINSON COUNTY**  
 Jane Lane, Secretary  
 County Agent's Office - Slinnett, Texas  
 Buster Kirk ..... Borger, Texas  
 Thane McCloy ..... Morse, Texas  
 Milford Lambright ..... Slinnett, Texas  
 Nolan Holt ..... Slinnett, Texas  
 Noble Watson ..... Slinnett, Texas  
*Committeemen meet the first Thursday of the last month of each quarter at K-Bob's Steak House, Borger.*

**LIPSCOMB COUNTY**  
 Jackie Miller, Secretary  
 County Agent's Office - Lipscomb, Texas  
 Gene Born ..... Follett, Texas  
 Victor Miller ..... Follett, Texas  
 Roland Wheat ..... Higgins, Texas  
 Paul Bechthold ..... Booker, Texas  
 Garner Schoenhals ..... Canadian, Texas  
*Committeemen meet the fourth Monday of the last month of each quarter at a location to be announced.*

**MOORE COUNTY**  
 Jean Dunn, Secretary  
 County Agent's Office - Dumas, Texas  
 Berkley Stringer ..... Dumas, Texas  
 J. A. Hall ..... Sunray, Texas  
 Herbert Clark ..... Dumas, Texas  
 Jess Starkey ..... Dumas, Texas  
 Harvey Garrison ..... Dumas, Texas  
*Committeemen meet the second Tuesday of the last month of each quarter at K-Bob's Steak House, Dumas.*

**OCHILTREE COUNTY**  
 Betty Caddet, Secretary  
 County Agent's Office - Perryton, Texas  
 Dean Slaughter ..... Perryton, Texas  
 Dean Leighnor ..... Waka, Texas  
 Bill Pletcher ..... Perryton, Texas  
 John Daniel ..... Perryton, Texas  
 Bob Williams ..... Perryton, Texas  
*Committeemen meet the first Monday of the last month of each quarter at K-Bob's Steak House, Perryton.*

**SHERMAN COUNTY**  
 Susie Harlow, Secretary  
 County Agent's Office - Stratford, Texas  
 Greg Stork ..... Sunray, Texas  
 Duane Schaffer ..... Stratford, Texas  
 Willie Wieck ..... Etter, Texas  
 Walter Lasley ..... Stratford, Texas  
 Billy Bell ..... Stratford, Texas  
*Committeemen meet the first Tuesday of the last month of each quarter at M's Meet & Eat.*

**Essay**

*(continued from page 1)*

Our irrigation options are great and all types of irrigation helps farmers. The High Plains depends heavily on irrigation as the average eighteen inch a year rainfall is severely deficient in crop production. We as farmers and as citizens must use the water we have as efficiently as possible. High Plains farmers are progressing gradually to agricultural practices that require less irrigation as stewards of our land. A few farmers are diversing their operations into crops such as pinto beans, soybeans, and sunflowers which require less water for quality production than corn which is the commodity produced in the greatest amount the Moore County.

Urban residents are also "irrigators". Typically, about 50% of municipal water use goes for landscape irrigation. Lawn watering makes up a great portion of a city's water usage. By using native and low water-use lawns, shrubs, trees and vines, residents can still have a well landscaped yard while saving money and water.

Government programs also encourage water conservation. Among those is the Conservation Reserve Program (CRP). That program pays farmers to return their farm land to grass. Thus, wells are no longer used for irrigating crops. Many irrigation pumps are even being pulled out of the wells. This could mean that these farms will never be irrigated again. The CRP grasslands will also inhibit erosion. The water that does run off of these grasslands will be of a much higher quality and more usable.

Another program that farmers are choosing is the 0-92 program. This program allows farmers to earn 92% of their government check without planting a crop. Again irrigating is eliminated, which helps to maintain the underground water table.

Still another program is the 50-92 program, which allows farmers to plant 50% of their base acres to a program crop and divert their other half to non-production. This program again will retain water in nature's limited reservoir.

These programs are advantageous when there is a surplus of farm products. Our government is encouraging farmers to be good stewards of their water resources so they may be preserved for future generations. The government programs share the cost of underground pipe lines, tailwater pits, stock water, and some sprinkler assistance. These farm programs will help the farmer have the capital to install these water conserving practices.

Every living thing, . . . human and plant . . . depends on water. Plants would wither and die without water. Animals would eat from barren soil and be reduced to skeletons. Prosperity would be no more. The bumper sticker, "If you eat you are involved in Agriculture" would certainly

apply. Mankind would die without water. Certainly, I do not want to face such a scenario.

To see a beautiful green crop is an agriculture dream that I know firsthand, as a son and grandson of a farmer, requires much water. My grandfather did not realize the importance of water conservation. He didn't know the supply was limited. Water flowed freely then.

My father has farmed in an era when technology has been rapid. Better fertilizer and improved disease control has significantly increased production, but not without taking its toll on the water table. Water now flows, but not so freely.

Now they tell me that it is up to me and others in my generation to learn and praective better methods to maintain. . .not deplete. . .our water reservoir. Because my peers and I realize how vital water is to our very existence so that future generations may continue to prosper, we are meeting the challenge.

The scarcity of energy a decade ago was certainly a scare, but not nearly the threat to mankind that an absence of water would be. We could live without energy, but not without water. What greater motivator could better explain "Why the Importance of Water Conservation"?

**Importance of  
Underground  
Water**

The ever-present heat this year has brought to our attention the importance of our underground water. The high temperature and hot winds have put a strain on irrigation wells across the pan-handle trying to keep up with the water needs of the crops being watered. Curled up corn and maize leaves seems to be the norm lately, along with large cracks that appear in the dry ground that are impossible to fill with water. In town there are many lawns that are a little on the dry side because you can't seem to get enough water down to keep the good green color that we have grown used to seeing in our yards.

In the country the farmers are working night and day to keep their irrigation wells running and producing the life giving water for the crops they hope will make it to harvest.

Every day the staff at the Water District is busy answering calls from operators throughout the area who are having water related problems and hoping that the field staff of the water district might be able to help resolve these problems.

In an area such as ours, where there are many high capacity water wells that produce a tremendous amount of water for irrigation, the wells have a tendency to

# Laugh Time



Advice is more acceptable if it doesn't interfere with our plans.

...

Time is not an enemy -- unless you try to kill it.

...

Experience is yesterday's answer to today's problems.

...

The man who rows the boat generally doesn't have time to rock it.

...

Even a stopped clock is right twice a day.

...

Isn't it amazing? A rumor that doesn't have a leg to stand on sure gets around.

...

The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher.

...

Progress is the product of mankind's constant effort to improve -- to excell.

...

Have the courage to face a difficulty, lest it kick you harder than you bargained for.

...

When people say: "That's the way the ball bounces." they're usually the ones who dropped it.

...

Those who say it can't be done should get out of the way of the people who are doing it.

...

If you never stick your neck out, you will never get your head above the crowd.

...

Pessimist: One who complains about the noise when opportunity knocks.

...

Nobody's smarter than someone who knows they've got a lot to learn.

...

It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself.

...

Don't just hope for the best -- go out and get it.

...

Yesterday is a cancelled check, Tommorrow is a promissory note, Today is the only asset you have - spend it wisely.

...

A good example can overcome a lot of bad advice.

...

When it takes you twice as long to rest and half as long to get tired, you're getting old.

...

Even if you're on the right track, you'll get run over if you just sit there.

...

**NORTH PLAINS  
WATER CONSERVATION DISTRICT**  
BOX 795  
DUMAS, TEXAS 79029

BULK RATE  
U. S. POSTAGE  
**PAID**  
Permit No. 23  
Dumas, Texas 79029

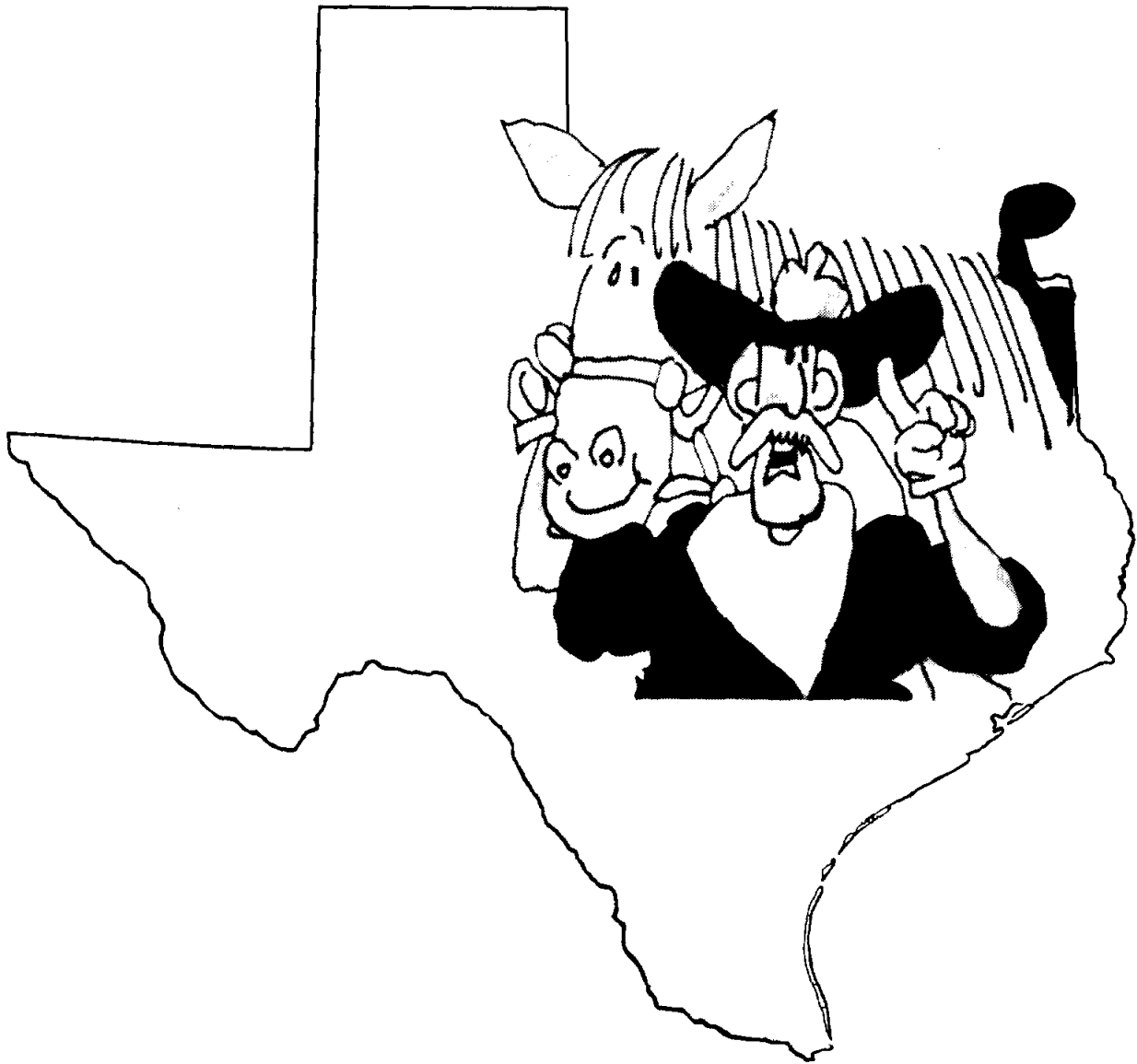
**Address Correction Requested  
Return Postage Guaranteed**

Donna Darling  
Dir. Pub. Inf., TWDB  
Box 13231, Capitol Station  
Austin, Texas 78711-3231

# ***MAJOR RIVERS***

## **Texas Water Education Program**

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**RECORD SHEET SUMMARY**  
**1989-1990**

---

## **MAJOR RIVERS MAKES A BIG SPLASH IN TEXAS!**

Since their introduction, *Major Rivers* and his horse Aquifer have touched the hearts of more than 65,000 students in more than 2,600 fourth grade classrooms throughout Texas. *Major Rivers* is the main character in a comprehensive, two-week, instructional unit on water. The program focuses on five specific learning objectives addressing the water cycle, water supply, water distribution, water use, and water conservation. The objectives not only define important knowledge and skills related to water, but they also support many of the State's Essential Elements in science, social studies, and writing.

The distribution of the *Major Rivers* water education program began in the 1988-89 school year. The program was developed under the sponsorship of the Lower Colorado River Authority by Educational Development Specialists, in cooperation with an advisory committee of water experts, teachers, curriculum specialists, and representatives of the Texas Education Agency. *Major Rivers* was quickly adopted by the Texas Water Commission, Texas Water Development Board, and the Texas Department of Health. These state agencies contributed funds to create a subsidy program to encourage the local river authorities and water districts to educate Texas fourth graders about water and the importance of using it wisely.

The program has been a great success! On the following page, test scores from Program Record Sheets show that besides liking the program, students learned the concepts. The teacher comments, which are listed on the back page, indicate that the teachers as well as the students enjoyed the program. In addition, parents acknowledged that the program was beneficial. Both teachers and parents expressed the desire to continue to have the program taught in their schools.

In cooperation with the Texas Water Commission, Texas Water Development Board, and the Texas Department of Health, the following sponsors are to be commended for their role in making the *Major Rivers* program a success.

Anderson Mill M.U.D.  
Bexar Metropolitan Water District  
Bilma Public Utility District  
Bridgestone M.U.D.  
Brookesmith Special Utility District  
City of San Antonio  
City of Stephenville  
Colorado River M.W.D.  
Cypresswood Utility District  
Dallas County Park Cities M.U.D.  
Dallas County W.C.I.D. #6  
Evergreen Underground Water  
Guadalupe-Blanco River Authority  
Harris County M.U.D. #33  
Harris County Utility District #5

Johnson County Fresh Water  
Jones County 4-H  
Lavaca-Navidad River Authority  
Lower Colorado River Authority  
Lower Neches Valley Authority  
Middle Concho Soil & Water  
Red River Authority of Texas  
Sabine River Authority  
San Antonio City Water Board  
San Antonio River Authority  
Soil Conservation Services  
Tara Plantation M.U.D.  
Upper Guadalupe River Authority  
Wells Branch M.U.D.



## Results from 1989-90 Statewide Sample of Major Rivers Program Record Sheets\*

### Testing

Average pretest score	52%
Average posttest score	84%

### Student Attitudes (as estimated by teacher)

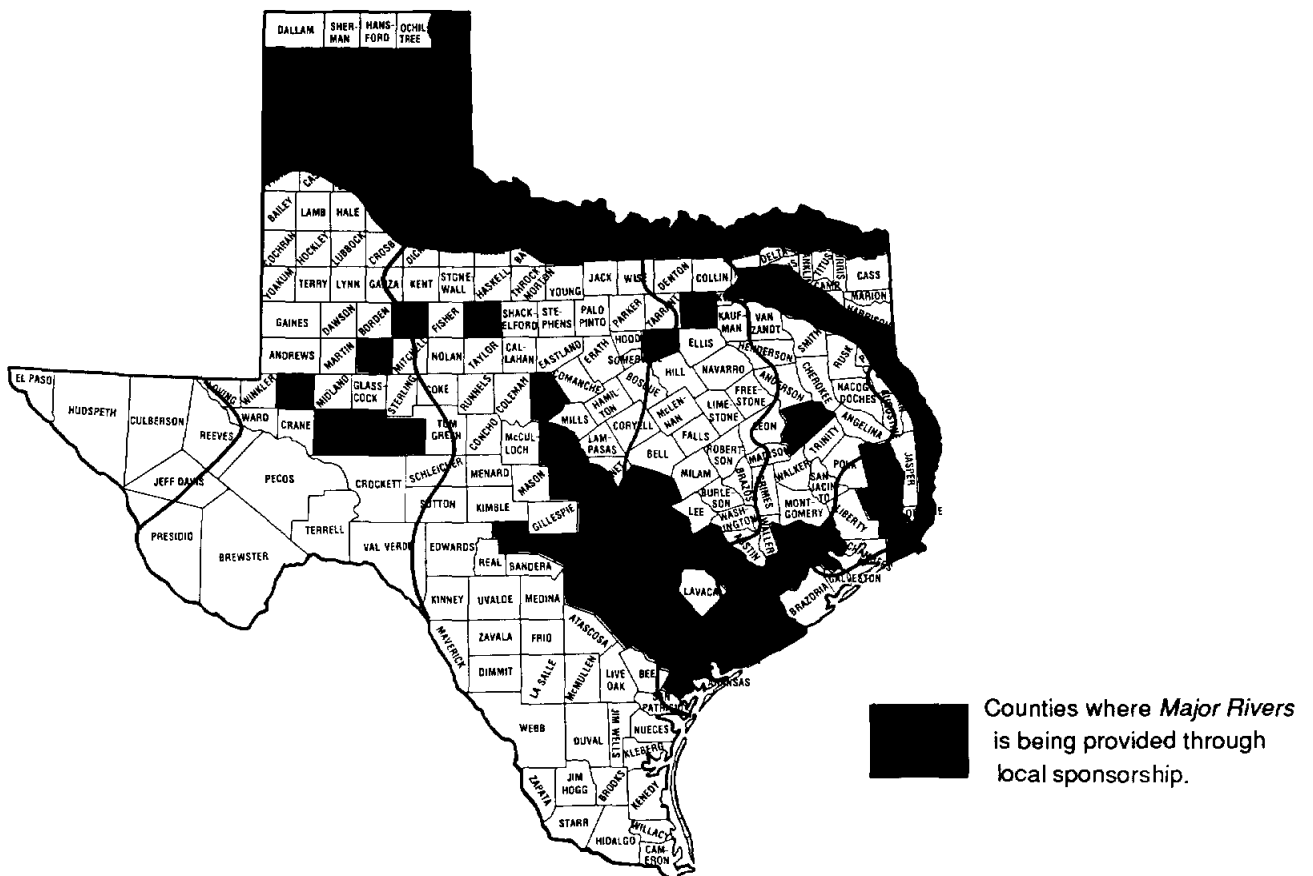
Very positive	79%
Positive	20%
Neutral	1%
Negative	0%

### Teacher Attitudes

Percentage of teachers who want to teach the program next year	100%
---	------

\*Sample includes 86 record sheets which represent approximately 2,000 Texas fourth grade students.

**Note: Our special thanks to the following sponsors who submitted record sheet data for this summary:** Anderson Mill M.U.D.; Bilma Public Utility District; Brooksmith Special Utility District; City of San Antonio; City of Stephenville; Guadalupe-Blanco River Authority; Johnson County Fresh Water; Jones County 4-H; Lavaca-Navidad River Authority; Middle Concho Soil and Water Conservation District; Red River Authority of Texas; Sabine River Authority; Tara Plantation M.U.D.



## Teacher Comments

"If grades were given, Major River would receive A+. I want to teach Major Rivers each year!"  
*Round Rock ISD*

"I loved every aspect of this program, and it kept the children's interest. It gave us a chance to have a wonderful exchange of conversation." *Klein ISD*

"Students talked with parents to encourage water conservation in the home." *Austin ISD*

"A very well-organized and informative program. Fits in very well with the Earth Day movement." *Rice ISD*

"Congrats to the people who prepared the unit – a wonderful program. Students made and tested water filtering system and became very aware of our water." *Lackland ISD*

"The students were eager to work on the unit each day and really liked Major Rivers and Aquifer. Thank you for providing these great materials for our use! I felt the students benefited a great deal from this program. They really became aware of the need to conserve water."  
*Hayes ISD*

"Very positive reactions on the part of the parents too." *Judson ISD*

"The students really enjoyed this program and looked forward to it every day." *Reagan County ISD*

"The teacher's guide was well organized. The enrichment and re-teaching activities were great! This curriculum fits in perfectly with our science and social studies curriculums."  
*Comfort ISD*

"Excellent program. Lots of varied activities and information." *Stephenville ISD*

"I enjoyed using these materials. The review worksheets were especially beneficial." *Ganado ISD*

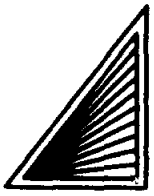
"My students were very enthusiastic during the entire program." *Bangs ISD*

"This program is very easy to teach. The materials are there – ready to go. Great!" *Buna ISD*

"Great unit. I hope to use it again next year. The children all enjoyed it." *Fort Sam Houston ISD*

"This is an excellent program." *Clarendon ISD*





# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1485

July 20, 1990

Donna Darling  
Director of Public Information  
Texas Water Development Board  
P.O. Box 13231  
Austin, TX 78711-3231

Dear Donna:

As per our conversation this morning, I have contacted Renee Carlson regarding the current balance of funding for the Major Rivers subsidy program. Renee said she will have the figures for me by Monday.

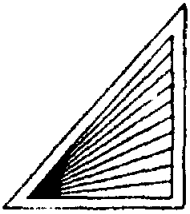
I wanted to let you know that I have a number of interested agencies gearing up to implement the Major Rivers program in the fall, and I understand that we are getting low on subsidy money. The City of San Antonio has reserved \$6,200 in subsidy and will confirm this order on Monday. Mike Bukala of The Brazos River Authority has made a commitment to supply between 1,000 and 1,600 class sets in the Brazos service area, which will take between \$15,000 and \$24,000 in subsidy. Mike will have his final count next week as well. I have several other smaller entities that are looking to start up with the Major Rivers program and will be requesting subsidy.

On a final note, the Texas Federation of Women's Clubs is offering to volunteer to aide in the Major Rivers distribution efforts in the Brazos and Trinity River Authority's service areas, if the river authorities will come up with the funding. The TFWC chairwoman will be contacting John Jadrosich of Trinity River Authority with this offer. Trinity's major opposition to providing the Major Rivers program has been that they don't have the time or staff to distribute the program. With this new twist, Trinity may very well decide to come in and of course request the subsidy. Trinity's service area has been calculated to require approximately \$29,500 in subsidy.

Please advise!

Sincerely,

Ann M. Crafton  
Director of Marketing



# Educational Development Specialists

5505 East Carson Street, Suite 250 • Lakewood, CA 90713-3933 • (213) 420-6814 • FAX (213) 420-1485

## FAX COVER SHEET

Date: 7-25-90 Time: 3:30 No. of Pages: 5

TO: Donna Darling

COMPANY/  
DEPARTMENT: TWDB

FAX NO. (512) 475-2053

FROM: Ann Crafton

SUBJECT: orders & ledger.

MESSAGE: Donna - should I invoice <sup>the</sup> for Brazos River

Authority now, in Sept, or both ?

Ann

Date	Water Agency	# of sets	Cost to Agency	Subsidy	Total	
1/9	Colorado River MWD	2	60	30	90	
1/10	Colorado River MWD	8	240	120	360	
— 7/		SUBTOTAL	1894	56815	28195	85010
1/15	Upper Guadalupe R.A.	7	210	105	315	
2/20	Colorado River MWD	2	60	30	90	
3/20	Evergreen Underground Water	CS 8	240	120	360	
	" "	SP 10	250	100	350	
3/20	Locksmith Special Utility Dist	CS 6	180	90	270	
		SP 4	140	<del>0</del>	140	
4/3	San Antonio River Authority	30	900	450	1350	
4/2	Colorado River MWD	17	510	255	765	
- 7/17		SUBTOTAL	1978	59305	29345	88650
1	Sabine River Authority	35	12250	<del>0</del>	12250	
4	Harris County U.D. #5	70	3150	<del>0</del>	3150	
	" " (subsidize new CS)	5	150	75	225	
7/5	NE Texas MWD	32	960	480	1440	
7/11	Colorado River MWD	140	4200	2100	6300	
	" (student packs)	18	630	<del>0</del>	630	
— 7/20		SUBTOTAL	2278	80645	32000	112645
7/25	City of San Antonio (CS)	280	8400	4200	12600	
	" (SP)	200	5000	2000	7000	
	no subsidy " (SP)	730	25550	<del>0</del>	25550	
7/25	Brazos River Authority	1500	45000	22500	67500	

22 DUA



Date	Water Agency	# of Sets	Cost to Agency	Subsidy	Total
4/5	Williamson Co. MUD #1	9	270	135	405
5/8	Lavaca-Navidad R.A.	14	420	210	630
6/1	Soil Conservation Serv.	1	45	<del>0</del>	45
6/1	Red River Authority	10	300	150	450
"	" " Student PKs	2	60	10	70
6/30	Guadalupe-Blanco R.A.	200	6000	3000	9000
7/6	Johnson Co. Fresh Water	1	45	<del>0</del>	45
7/10	Tara Plantation M.U.D.	38	1140	570	1710
7/14 *	Anderson Mill MUD.	10	300	150	450
7/17	Guadalupe-Blanco R.A.	20	600	300	900
8/2	Dallas Co. WCID #6	10	300	150	450
"	" " Student PKs	10	300	50	350
7/31	Sabine River Authority	100	3000	1500	4500
8/11	Johnson Co. Fresh Water	10	300	150	450
8/14	Bridgestone M.U.D.	8	240	120	360
8/21	Harris Co. MUD #33	7	210	105	315
8/21	Dallas Co. Park Cities MUD.	16	480	240	720
8/30	Jones Co 4-H	2	60	30	90
8/30	City of San Antonio	730	21900	10950	32850
9/1	Sabine River Authority	275	8250	4125	12375
9/1	City of Stephenville	4	120	60	180
9/6	Middle Concho Soil + Water	13	390	195	585
8/21	Harris Co. U.D. #5	70	2100	1050	3150
8/18	Cypresswood U.D.	1	45	<del>0</del>	45
9/21	BILMA P.U.D.	4	120	60	180
9/28	Brooksmith Water	4	120	60	180
10/4	Guadalupe-Blanco R.A.	30	900	450	1350
10/6	Red River Authority	8	240	120	360
(10/6)	SUB TOTAL	1607	48255	23940	72195
10/12	Wells Branch M.U.D.	5	150	75	225
10/24	SUB TOTAL	1612	48405	24015	72420
11/27	Colorado River Municipal Water Dist	6	180	90	270
12/1	Guadalupe-Blanco R.A.	54	1620	810	2430
12/29	Lower Neches Valley Auth.	150	4500	2250	6750
"	" SP.	5	125	50	175
1/5	Lower Neches Valley Auth	50	1500	750	2250
"	" SP.	5	125	50	175
1/2	...				



# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
 Lake wood, CA 90713-3093  
 Telephone: (213) 420-6314  
 FAX: (213) 420-1435

Order Placed By:	Name: <u>Mike Bukala</u>	Date: <u>7-13-90</u>
	Title: _____	Telephone: <u>(817) 776-1441</u>
	Department: _____	

BILL TO:	SHIP TO: (Street address please)
<u>Mike Bukala</u>	<u>Multiple Addresses.</u>
<u>Brazos River Authority</u>	<u>to be determined</u>
<u>P.O. Box 7555</u>	
<u>Waco, TX 76714-7555</u>	

**PURCHASE ORDER** Check one:

Back of \_\_\_\_\_  To Be Sent  Not Required

**\*IMPRINTING** Check one:

Requested  Need Information  Not Required

*all subsidy to TWC  
 - 1500x15 = 22,500*

## MAJOR RIVERS Texas Water Education Program

\$5374

	UNIT PRICE			No. of Kits Ordered	Extended Price
	Unit	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (to supply teachers with all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30	1500	45,000
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25		
Materials Total					
Imprinting Charge					420
Shipping Charge					<del>4000</del>
<b>TOTAL</b>					



\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Education.





# Educational Development Specialists

# 1989 ORDER FORM

MAIL TO: 5505 East Carmen Street, Suite 350  
Lakewood, CA 90713-3693  
Telephone: (213) 420-6314  
FAX: (213) 420-1435

*Yes per Renee*

Order Placed By:	Name: <u>Connie Henderson</u>	Date: <u>7-19-90</u>
	Title:	Telephone: <u>(512) 299-7753</u>
	Department:	

BILL TO:  
Connie Henderson  
City of San Antonio  
Water Resources Mgmt Division  
114 West Commerce, Suite 324  
San Antonio, TX 78283

SHIP TO: (Street address please)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*\$5383*

### PURCHASE ORDER Check one

### \*IMPRINTING Check one

Blanket  To Be Sent  Not Required

Requested  Not Imprinted  Not Imprinted

*Bill 512  
280 of  
2  
subsidy*

*10 = 4300.00  
100*

## MAJOR RIVERS

### Texas Water Education Program

*confirm  
for H.A.  
in print  
packet  
printing*

CLASSIFICATION	UNIT PRICE			Quantity	Extended Price
	Unit	Less State Subsidy	Actual Cost		
CLASSIFIED Materials 2 copies of each	\$45	(\$15)	\$30	13	410
STUDENT To supply teachers with materials or to supply primary materials contains 25 copies (unit materials only)	\$35	(\$10)	\$25	206 <i>subsize 206</i>	5,150 5,000
Materials Total					38950
Imprinting Charge					350-
Shipping Charge (est.)					1,558-
<b>TOTAL</b>					<b>40,858.00</b>



\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.



## BRAZOS RIVER AUTHORITY

4400 COBBS DRIVE • P. O. BOX 7555 • TELEPHONE AREA CODE 817 776-1441

WACO, TEXAS 76714-7555

July 24, 1990

Each Elementary School Principal  
Brazos River Basin

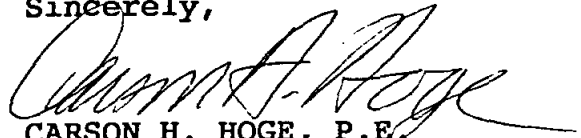
Dear Principal:

The Brazos River Authority, in cooperation with the Texas Water Development Board and the Texas Water Commission, is pleased to offer, free of charge, the MAJOR RIVERS water education program for use in 4th grade classrooms. I am enclosing a supply of forms for use in ordering these materials, which are already in use in school districts throughout the State. I will appreciate it if you will furnish these order forms to your 4th grade teachers.

The MAJOR RIVERS programs has a proven record of acceptance and accomplishment. The Brazos River Authority, whose history, duties and functions are described in the enclosed information brochure, is pleased to make these materials available without cost in order to further awareness and appreciation for conservation and wise use of one of our most essential natural resources.

Please encourage the use of these materials in your school. If you have questions or would like to see a sample copy of the MAJOR RIVERS materials, please contact Mr. Mike Bukala at (817) 776-1441.

Sincerely,

  
CARSON H. HOGE, P.E.  
General Manager

CHH:bw

Enclosure

cc: Each Member, Board of Directors  
Brazos River Authority  
Mr. Walter W. Cardwell, III, TWDB ✓  
Mr. B.J. Wynne, III, TWC  
Mr. G.E. Kretzschmar, TWDB  
Ms. Donna Darling, TWDB  
Ms. Ann Crafton, Educational  
Development Specialists

**COPY**



# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1685

---

August 6, 1990

Donna D. Darling  
Texas Water Development Board  
Post Office Box 13231, Capitol Station  
Austin, TX 78711-3231

Dear Donna D.:

*Major Rivers* is a big splash in Texas! Teachers, students and parents agree that *Major Rivers* is an enjoyable way to learn about water and the importance of using it wisely.

Many of the *Major Rivers* sponsors shared with us the test scores and comments that they received from the teachers in their service areas. We compiled those scores and comments and prepared a report showing the statewide results of the program for the school year 1989-90. We were quite pleased with the outcome and have enclosed several copies of that report for your review. Overall, the *Major Rivers* Water Education Program was a tremendous success in its first year of statewide distribution!

Please feel free to call me if you would like additional copies of the *Major Rivers* record sheet summary, or if I can provide you with more information.

Sincerely,

Ann M. Crafton  
Director of Marketing

Enclosures



# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093

Telephone: (213) 420-6814

FAX: (213) 420-1685

August 6, 1990

Sonny Kretzschmar  
Texas Water Development Board  
Post Office Box 13231, Capitol Station  
Austin, TX 78711-3231

Dear Sonny:

*Major Rivers* is a big splash in Texas! Teachers, students and parents agree that *Major Rivers* is an enjoyable way to learn about water and the importance of using it wisely.

Many of the *Major Rivers* sponsors shared with us the test scores and comments that they received from the teachers in their service areas. We compiled those scores and comments and prepared a report showing the statewide results of the program for the school year 1989-90. We were quite pleased with the outcome and have enclosed several copies of that report for your review. Overall, the *Major Rivers* Water Education Program was a tremendous success in its first year of statewide distribution!

Please feel free to call me if you would like additional copies of the *Major Rivers* record sheet summary, or if I can provide you with more information.

Sincerely,

Ann M. Crafton  
Director of Marketing

Enclosures

September 5, 1990  
Donna D. Darling, Director  
Office of Public Information & Education

Major Rivers Fourth Grade Water Education Program  
Request for Research and Planning Grant Funds

"Major Rivers" is the Texas-specific, fourth-grade water education program. The first state-subsidized printing of the "Major Rivers" program was delivered to participating classrooms in November, 1989.

According to Educational Development Specialists' 1989/90 report, "Major Rivers" was taught in 2,600 fourth-grade classrooms to 65,000 students which means that 25 percent of the 260,000 fourth graders in Texas have been exposed to the information in the "Major Rivers" kit. And as the consultant's report indicates, students' posttest scores show a creditable increase over their pretest scores; the teacher comments are extremely favorable; and all sponsors have re-funded the consumable supplies needed to teach the program again this year, even though no state subsidy is allotted for this purpose.

THE FINANCIAL SITUATION: (Historical and Current)

Historical

In the spring of 1989, the Lower Colorado River Authority donated \$80,000 in "Major Rivers" development costs to the state.

The Texas Water Development Board, Texas Water Commission, and Texas Department of Health all agreed to contribute \$20,000 each to subsidize the "Major Rivers" fourth-grade water education program at \$15.00 for each \$30.00 contributed by a sponsor to cover the \$45.00 cost of a classroom set.

The Texas Water Commission agreed to handle billings from the consultant, and the Texas Water Development Board did an interagency contract transferring \$20,000 to the Texas Water Commission. Only a small amount of TWC's 1989 commitment of \$20,000 was used, and the remainder lapsed. The TWC then committed another \$20,000 of 1990 money to the project and the TWDB's original \$20,000 carried over from 1989 to 1990. The Texas Department of Health did not complete the appropriate paper work to carry over their 1989 commitment of \$20,000, so the money was never available for use. The total state subsidy committed to the project so far then is a little over \$40,000.

Following a year of intense marketing on the part of the Texas Water Commission and the Texas Water Development Board, all of the original \$40,000 subsidy was used. Current orders totaling \$22,500 (Brazos River Authority order) in subsidy have been placed as of September 1, 1990.

## Current

The Texas Water Development Board is considering a commitment of \$30,000 to the 1990/91 school year, the Texas Water Commission has agreed to dedicate some lapsed 1990 funds for use in 1990/91, and the Texas Department of Health has transferred \$10,000 in lapsed funds to the "Major Rivers" account for use in 1990/91.

If all funds requested are acquired, the account will total \$40,000+ to subsidize the 1990/91 school year. When the \$22,500 requested by the Brazos River Authority has been deducted, the account balance will be approximately \$17,500.

Other orders are anticipated for the 1990/91 school year.

The Trinity River Authority, which would require a subsidy of \$29,500, is taking a serious look at the program saying that the money is not a problem for them, but the staff to do the distribution of the kits is a problem. The Texas Federation of Women's Clubs has offered to distribute the kits for the TRA, so there is a real possibility their request may come in.

Also, Bill Colbert (TWC Director of Public Information) and I have been approached by Senator Truan's office to present the program as part of a Water Conference in Corpus Christi in September.

Additionally, Houston Lighting & Power is investigating the possibility of doing a private/public partnership to fund the program for the Houston Independent School District (would require \$10,000 in subsidy).

And the TWDB is scheduled to present the program to 400 elementary school science teachers at a conference in Ft. Worth in January.

The marketing effort is finally working since both sponsors and teachers are beginning to ask for the program.

We have a real winner on our hands. Therefore, withdrawing state participation now -- after publicizing how important water education is to the future of the state -- would certainly make it difficult to ever again achieve the current level of trust and cooperation exhibited by the current sponsors (see consultant's report).



## BRAZOS RIVER AUTHORITY

4400 COBBS DRIVE • P. O. BOX 7555 • TELEPHONE AREA CODE 817 776-1441

WACO, TEXAS 76714-7555

October 16, 1990

Each Fourth Grade Teacher  
Brazos River Basin

Dear Teacher:

The Brazos River Authority, in cooperation with the Texas Water Development Board and the Texas Water Commission, is pleased to offer, free of charge, the MAJOR RIVERS water education program for use in fourth grade classrooms. I am enclosing a reply form for your convenience in ordering these materials, which are already in use in school districts throughout the State.

The MAJOR RIVERS program has a proven record of acceptance and accomplishment. The Brazos River Authority is pleased to make these materials available without cost in order to further awareness of and appreciation for conservation and wise use of one of our most essential natural resources.

If you have questions or would like to see a sample copy of the MAJOR RIVERS materials, please contact Mr. Mike Bukala at (817) 776-1441.

Sincerely,

CARSON H. HOGE, P.E.  
General Manager

CHH:bw  
Enclosure

**COPY**



Ganado Elementary fourth graders Brooke Conner and Jamie McCarrell, center, and their teacher Georgie Kruse, display a poster outlining water supply systems. The poster is part of a water education program delivered

to county fourth grade classes this week by Denise Ryan, left, Lavaca-Navidad River Authority administrative manager.

## *'Major Rivers' teaches students in L-NRA education program*

Major Rivers and his horse Aquifer are being introduced to Jackson County fourth graders as part of a water conservation education program by the Lavaca-Navidad River Authority.

The Major Rivers education package was delivered to the 14 fourth grade classes in the county's three school districts this week by Denise Ryan, L-NRA assistant general manager for administration.

The L-NRA is funding the pro-

gram in cooperation with the Texas Water Development Board and the Texas Water Commission in an effort to increase the water consciousness of students. Other river authorities throughout the state, including the Lower Colorado, Red, Sabine and Guadalupe-Blanco, are also participating.

Major Rivers is a colorful, cartoon-filled, elementary-level education package that includes a video, student booklet, teacher's guide, poster and home leaflet.

Originally conceived by the Lower Colorado River Authority and produced by Educational Development Specialists, the Major Rivers kit has become the state's answer to providing elementary students access to information about water in Texas that is not available in current text-

books.

In the program, students learn basic facts about the water supply in Texas, including rainfall, groundwater, rivers and aquifers; information about the water distribution system in Texas; and facts on water conservation practices.

Mrs. Ryan said the kits were delivered this week to all fourth graders in the county and that teachers were excited about the opportunity to teach water conservation.

This is the second consecutive year the program has been implemented, Mrs. Ryan said.

As a supplement to the instruction, the L-NRA also offers a slide presentation about the Lake Texana reservoir, Palmetto Bend Dam and the operation of the authority. Tours are also made available to classes.





# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

March 25, 1991

Dear Elementary Science Supervisor/Teacher:

The Texas Water Commission, Texas Water Development Board, and Texas Department of Health would appreciate your reviewing and considering for purchase the enclosed materials. The three state agencies offer a subsidy for each first-time purchase of a *Major Rivers* classroom set (see pg. 5 of the Texas Education Network Directory and the Record Sheet Summary for a description of the *Major Rivers* program).

If you are the elementary science supervisor for your district, you may return the enclosed card to obtain a preview kit. If you are an elementary science teacher, please share the card with your science supervisor and/or school principal.

We would also appreciate it if the science supervisor or principal would complete the enclosed survey and return it in the envelope provided. Since school districts are entitled to apply for the state agency subsidy of \$15.00 per classroom set, we need to gauge the level of interest so that subsidy money can be set aside. Please return the survey whether you are or are not interested in purchasing *Major Rivers* for your school district.

For the past two years, the program has been sponsored in one-fourth of the fourth-grade classrooms in Texas by a variety of water-related authorities or organizations. A list of sponsors is included. You may want to check to see if there is a local sponsor who has already placed *Major Rivers* in your school district and then give them a call to see if classroom sets are being furnished to ALL the fourth-grade classrooms in your district. If not, maybe the district can fill in the gaps.

Questions about the *Major Rivers* program should be directed to Ann Crafton at 213/420-6814 FAX 213/420-1485 and questions about the state subsidy should be directed to Donna Darling at 512/463-8422 FAX 512/475-2053.

Sincerely,

Donna D. Darling  
State Agency Coordinator - *Major Rivers* Program

Encl: Texas Water Education Network Directory; Record Summary Sheet; Reply Card; List of Sponsors; Return Envelope

## Major Rivers Survey

School District: \_\_\_\_\_  
Science Coordinator/Principal: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
FAX Number: \_\_\_\_\_



Please check the comments that apply and complete the blanks if possible.

- Major Rivers* is currently being used in all the fourth-grade classrooms in this school district.  
Number of classrooms: \_\_\_\_\_
- Major Rivers* is currently being used in some of the fourth-grade classrooms in this school district.  
Number of classrooms: \_\_\_\_\_
- Major Rivers* is not being used in any of the fourth-grade classrooms in this district.
- I have sent for a *Major Rivers* preview kit.
- If my school district decides to purchase *Major Rivers* classroom sets for all or some of the fourth-grade classrooms in our district, we would request a \$15.00 subsidy per classroom for \_\_\_\_\_  
for a total of \$ \_\_\_\_\_. (number of classrooms)

Suggestion: If your school district is interested in the program but finds that the cost of purchasing classroom sets for all fourth-grade classrooms in the district is prohibitive, offering the public relations value of doing a co-operative sponsorship to a water or utility-related entity in your district may be a solution.

Note: Classroom sets cost \$45.00 per set\* if purchased without benefit of the state subsidy. Districts interested in applying for the subsidy should write The Texas Water Development Board, *Major Rivers* Program, P. O. Box 13231, Austin, Texas, 78711-3231. Please do not order classroom sets until you have received a written confirmation authorizing the subsidy.

*\*There will be an increase in the cost of classroom sets beginning July 1, 1991. Ordering before July 1 will lock in the \$45.00 per classroom set. The state subsidy will remain the same.*



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
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G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

David Harper  
President  
Anderson Mill M.U.D.  
11500 El Salido Parkway  
Austin TX 78750


Dear Mr. Harper:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Anderson Mill M.U.D. for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

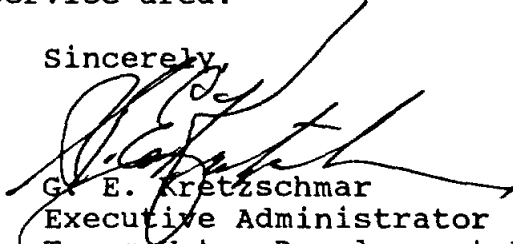
Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

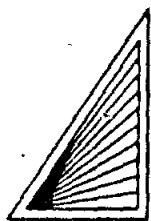
If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

  
Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# Educational Development Specialists

# 1990 ORDER FORM

MAIL TO: 5505 East Carson Street, Suite 250  
Lakewood, CA 90713-3093  
Telephone: (213) 420-6814  
FAX: (213) 420-1485

Order  
Placed  
By:

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Title/ Department: \_\_\_\_\_ Telephone: \_\_\_\_\_

BILL TO:

SHIP TO: (Street address please)

**PURCHASE ORDER** (Check one)


Enclosed     To Be Sent     Not Required  
Number (if known) \_\_\_\_\_

**\*IMPRINTING** (Check one)

Requested     Need Information     Not Requested

## MAJOR RIVERS

### Texas Water Education Program

	UNIT PRICE			No. of Kits Ordered	Extended Price
	List	Less State Subsidy	Actual Cost		
<b>CLASS SET:</b> (for new teachers; contains all teacher materials, including video cassette, and 25 copies of all student materials)	\$45	(\$15)	\$30		
<b>STUDENT PACK:</b> (to supply teachers with more than one class or to resupply previous year's teachers; contains 25 copies of student materials only)	\$35	(\$10)	\$25		
	Materials Total				
	Imprinting Charge				
	Shipping Charge				
	<b>TOTAL</b>				

\*Any materials supplied using the state subsidy will be imprinted with the sponsor's name along with Texas Water Commission, Texas Water Development Board, and Texas Department of Health.

Darling\_\_\_\_  
Kretzschmar\_\_\_\_

April 23, 1991

Mike Bukala  
Administrative Assistant  
Brazos River Authority  
P.O. Box 7555  
Waco, Texas 76714-7555

Dear Mr. Bukala:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the Brazos River Authority for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

We applaud and acknowledge you for your support of this important education effort and encourage your continued participation in the program.

Sincerely,

Sincerely,

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board

Darling  
Kretzschmar



April 23, 1991

Mike Bukala  
Administrative Assistant  
Brazos River Authority  
P.O. Box 7555  
Waco, Texas 76714-7555

Dear Mr. Bukala:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the Brazos River Authority for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

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We applaud and acknowledge you for your support of this important education effort and encourage your continued participation in the program.

Sincerely,

Sincerely,

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# Educational Development Specialists

Danna Darling

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1485

April 24, 1991

Dear

Thank you for your continued support of the *Major Rivers* Texas Water Education Program. From the number of kits distributed to date, we can estimate that more than 170,000 Texas students have learned about water through this program. From all indications, *Major Rivers* continues to be a hit in Texas.

Once again, I would like to provide you and the other program sponsors with the Annual Record Sheet Summary for *Major Rivers*. Your input is valuable to us and is important in the evaluation process. Please send me a random sample of approximately 20 copies of the Program Record Sheets that have been returned to you by the teachers in your service area. I will compile the statewide test scores and the teachers' comments for publication. Please send these copies to me by the first of June.

I also want to let you know that there will be a price increase on the *Major Rivers* program, effective July 1, 1991. I have enclosed a current order form (the white one) that will be valid through June 1991. I have also enclosed the new order form (the blue one) reflecting prices as of July 1, 1991. You may want to order early this year to take advantage of the savings.

Please call me if I can answer any questions or if I can assist you with your order. I look forward to hearing from you soon.

Sincerely,

Ann M. Crafton  
Director of Marketing

AMC:gk  
Enclosures



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
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G. E. Sonny Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
William B. Madden, *Member*

May 28, 1991

Danny F. Vance, General Manager  
Trinity River Authority  
P. O. Box 60  
Arlington, Texas 76010

Dear Mr. Vance:

Recently, the Texas Water Development Board and the Texas Water Commission conducted a survey of the state's 200 plus science coordinators to encourage their school district's to consider purchasing the Major Rivers Fourth-Grade Water Education Program.

As you can imagine, the current unknowns in their school budgets for next year make it difficult for them to commit, even though they all indicate that they would like to have the program. I have taken the liberty of enclosing the names of the science coordinators in four school districts in your service area that responded and also a copy of your original proposal in hopes that you may consider assisting with the program in the districts that have expressed an interest.

Other water entities in your area that have previewed the program include the City of Arlington (Ms. Cheryl Taylor-West) and the Tarrant Country Water Control Board (Mr. Gary Keil). Maybe a cooperative effort with these other entities is possible.

The thank-you letter to the only sponsor in your service area, Dennis Masters of the Dallas County Park Cities M.U.D., summarizes the program's progress to date. You may want to check with Mr. Masters to see what he thinks about the program and how his district is funding and coordinating it.

If coordination is a problem, I can be of assistance. If budget is a problem, I can understand. Please let me know if TRA will consider sponsoring Major Rivers this year at any level, and how I can help.

Sincerely,

Donna D. Darling  
State Agency Coordinator - Major Rivers Program



P. S.: Have enclosed letter to Dallas County W.C.I.D. #6 also because I was not sure if they were another sponsor in your service area.

CC: Dan Dodson, TWDB Deputy Administrator  
John Jadrosich  
Cheryl Taylor-West  
Gary Keil  
Dennis Masters



# TEXAS WATER DEVELOPMENT BOARD

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*Executive Administrator*

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Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Dennis R. Masters  
Project Manager  
Dallas Municipal Utility District  
1811 Regal Row  
Dallas TX 75235-2398

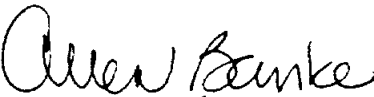
Dear Mr. Masters:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Dallas Municipal Utility District for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

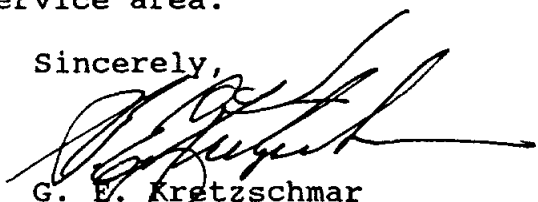
Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

  
Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

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Thomas M. Dunning, *Member*  
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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Judi Hill  
Assistant Secretary/Director  
Dallas County W.C.I.D. #6  
Post Office Box 80030  
Balch Springs TX 75180

Dear Ms. Hill:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Dallas County W.C.I.D. #6 for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

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Sincerely,

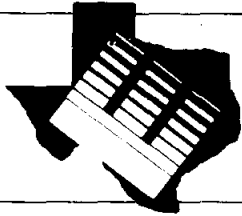
Handwritten signature of Allen P. Beinke, Jr.

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

Handwritten signature of G. E. Kretzschmar.

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



**Texas  
Agricultural  
Extension  
Service**

The Texas A&M University System  
College Station 77843

809 University Drive E., Bldg. D&E  
College Station, Texas 77843-2473  
June 14, 1991

Office of the Director

Ms. Donna Darling  
Director, Public Information  
Executive Division  
Texas Water Development Board  
P. O. Box 13231  
Capitol Station  
Austin, Texas 78711-3231

Dear Donna:

Thank you for sharing the materials on the Major Rivers Program. I have already forwarded the materials to Weldon Floyd, County Extension Agent in Ward County (Monahans), and Chairman of the Water Camp.

Weldon may be in touch with you. If so, you will be very interested in the educational program that he and his committee are designing.

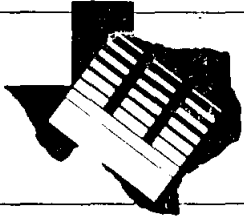
Thank you again for contacting me!

Sincerely,

Lynne W. Thibodeaux  
Assistant Director for 4-H & Youth

LWT:sbf

cc: Dr. Milo Shult  
Dr. John Sweeten  
Dr. Chester Fehlis  
Mr. Charles Neeb  
Mr. Weldon Floyd



**Texas  
Agricultural  
Extension  
Service**

The Texas A&M University System  
College Station 77843

Office of the Director

809 University Drive E., Bldg. D&E  
College Station, Texas 77843-2473  
June 14, 1991

Mr. Weldon Floyd  
County Extension Agent  
1900 S. Stockton, Station J  
Monahans, Texas 79756

Dear Weldon:

I am sorry I was unable to join you for your planning meeting on the Texas 4-H Water Camp. Please give me a call and update me when you have time. I am very interested in and excited about this project.

Enclosed are the materials from Donna Darling, Texas Water Development Board. I did not know if you were familiar with these. Please return these materials to my office after reviewing.

Donna would welcome a call if you have need to visit with her further. She can be reached at (512) 475-2053. Please let me know if I can assist you in any way and best of luck!

Sincerely,

Lynne W. Thibodeaux  
Assistant Director for 4-H & Youth

LWT:sbf

cc: Dr. Chester Fehlis  
Mr. Charles Neeb  
Ms. Donna Darling

Major Rivers  
Texas Water Education Program for Elementary Students

By Donna D. Darling  
Texas Water Development Board  
Austin, Texas 78711-3231

Since their introduction, Major Rivers and his horse Aquifer have touched the hearts and minds of more than 65,000 students in more than 2,600 fourth grade classrooms throughout Texas. Major Rivers is the main character in a comprehensive, two-week, instructional unit on water. The program focuses on five specific learning objectives addressing the water cycle, water supply, water distribution, water use, and water conservation. The objectives not only define important knowledge and skills related to water, but they also support many of the State's Essential Elements in science, social studies, and writing.

The distribution of the Major Rivers water education program began in the 1988-89 school year. The program was developed under the sponsorship of the Lower Colorado River Authority by Educational Development Specialists, in cooperation with an advisory committee of water experts, teachers, curriculum specialists, and representatives of the Texas Education Agency. Major Rivers was quickly adopted by the Texas Water Commission, Texas Water Development Board, and the Texas Department of Health. These state agencies contributed funds to create a subsidy program to encourage the local river authorities and water districts to educate Texas fourth graders about water and the importance of using it wisely.

The program has been a great success. Student pretest and posttest scores indicate that students really learn the concepts, and teacher comments have been extremely positive. In fact, all teachers who used the program the first year have requested it again this year, and all program sponsors have renewed their funding.

## Current

The Texas Water Development Board is considering a commitment of \$30,000 to the 1990/91 school year, the Texas Water Commission has agreed to dedicate some lapsed 1990 funds for use in 1990/91, and the Texas Department of Health has transferred \$10,000 in lapsed funds to the "Major Rivers" account for use in 1990/91.

If all funds requested are acquired, the account will total \$40,000+ to subsidize the 1990/91 school year. When the \$22,500 requested by the Brazos River Authority has been deducted, the account balance will be approximately \$17,500.

### Other orders are anticipated for the 1990/91 school year.

The Trinity River Authority, which would require a subsidy of \$29,500, is taking a serious look at the program saying that the money is not a problem for them, but the staff to do the distribution of the kits is a problem. The Texas Federation of Women's Clubs has offered to distribute the kits for the TRA, so there is a real possibility their request may come in.

Also, Bill Colbert (TWC Director of Public Information) and I have been approached by Senator Truan's office to present the program as part of a Water Conference in Corpus Christi in September.

Additionally, Houston Lighting & Power is investigating the possibility of doing a private/public partnership to fund the program for the Houston Independent School District (would require \$10,000 in subsidy).

And the TWDB is scheduled to present the program to 400 elementary school science teachers at a conference in Ft. Worth in January.

### The marketing effort is finally working since both sponsors and teachers are beginning to ask for the program.

We have a real winner on our hands. Therefore, withdrawing state participation now -- after publicizing how important water education is to the future of the state -- would certainly make it difficult to ever again achieve the current level of trust and cooperation exhibited by the current sponsors (see consultant's report).



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
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G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Denise Ryan  
Assistant General Manager  
Lavaca-Navidad River Authority  
Post Office Box 429  
Edna Tx 77957

Dear Ms. Ryan:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Lavaca-Navidad River Authority for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

A handwritten signature in cursive script that reads "Allen P. Beinke, Jr.".

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script that reads "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board





# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Ben Powell  
Treasurer  
Bridgestone Municipal Utility District  
4831 Diehlwood Place  
Spring TX 77388


Dear Mr. Powell:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Bridgestone Municipal Utility District for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

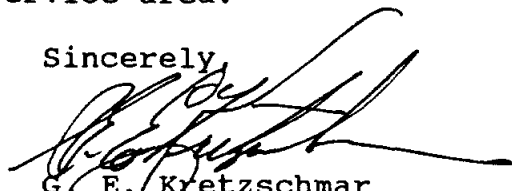
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Sincerely,

  
Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Tom Moreno  
General Manager  
Bexar Metropolitan Water District  
2706 West South Cross  
San Antonio TX 78211

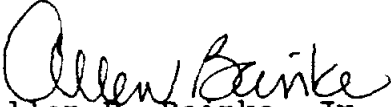
Dear Mr. Moreno:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Bexar Metropolitan Water District for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

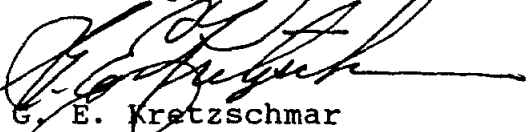
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If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

  
Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noc Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Javier Lopez  
Cameron County FWSD #1  
105 Port Road  
Port Isabel TX 78578


Dear Mr. Lopez:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Cameron County FWSD #1 for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

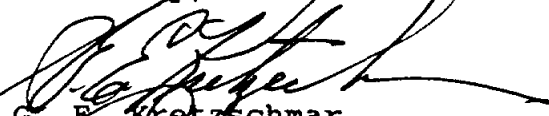
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Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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*Executive Administrator*

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Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

John Chamberlain  
Bilma Public Utility District  
16927 Windypine Drive  
Spring TX 77379

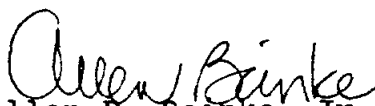
Dear Mr. Chamberlain:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Bilma Public Utility District for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

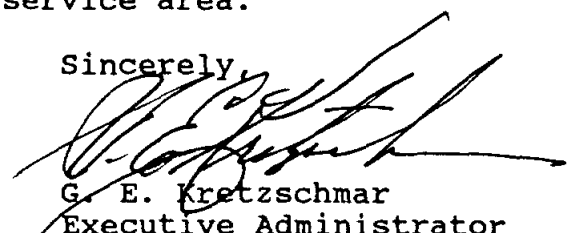
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Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Yolanda Marruffo  
Water Division  
City of Corpus Christi  
5352 Ayers, Bldg. 12  
Corpus Christi TX 78415

Dear Ms. Marruffo:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the City of Corpus Christi for your continued support of the Major Rivers fourth-grade water education program. Your city's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

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Sincerely,

A handwritten signature in cursive script that reads "Allen Beinke".

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script that reads "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
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*Executive Administrator*

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Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Mike Bukala  
Brazos River Authority  
Post Office Box 7555  
Waco TX 76714-7555

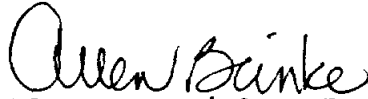
Dear Mr. Bukala:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Brazos River Authority for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

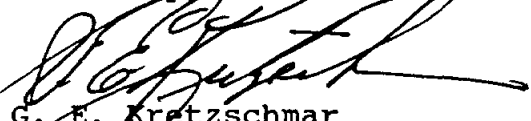
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Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Charles W. Jenness, *Chairman*  
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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Lester Hash  
General Manager  
Water Board  
City of San Antonio  
1001 E. Market  
San Antonio TX 78298

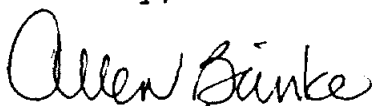
Dear Mr. Hash:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the City of San Antonio for your continued support of the Major Rivers fourth-grade water education program. Your city's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

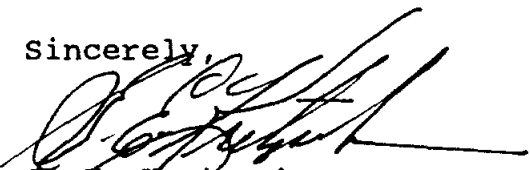
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Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Thomas M. Dunning, *Member*  
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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Milton Randle  
Public Service  
City of San Antonio  
Post Office Box 1771  
San Antonio TX 78296

Dear Mr. Randle:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the City of San Antonio for your continued support of the Major Rivers fourth-grade water education program. Your city's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

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Sincerely,

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Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script that reads "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board





# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Somy) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

O.H. Ivie  
Colorado River M.W.A.  
Post Office Box 869  
Big Spring TX 79721-0869

Dear Mr. Ivie:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Colorado River M.W.A. for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

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Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script that reads "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Rebecca Cedillo  
Director  
Planning  
City of San Antonio Water Resources Management  
114 West Commerce, Suite 324  
San Antonio TX 78283

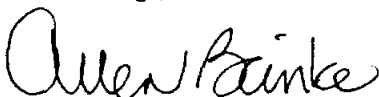
Dear Ms. Cedillo:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the City of San Antonio for your continued support of the Major Rivers fourth-grade water education program. Your city's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

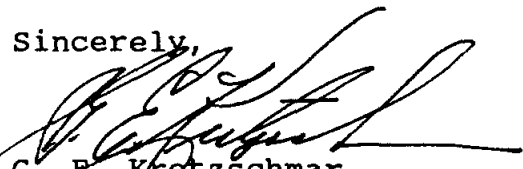
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Sincerely,

  
Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Floyd Mechler  
Cypress Forest PUD  
7620 Louetta Road  
Spring TX 77379

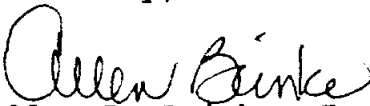
Dear Mr. Mechler:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Cypress Forest PUD for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

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Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noc Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Ron Garrison  
City of Sinton  
301 East Market  
Sinton TX 78387


Dear Mr. Garrison:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the City of Sinton for your continued support of the Major Rivers fourth-grade water education program. Your city's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

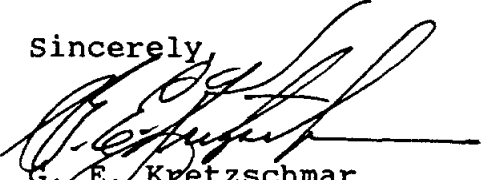
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Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Mary McVeigh  
Cypresswood Utility District  
One Greenway Plaza, Suite 330  
Houston TX 77046


Dear Ms. McVeigh:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Cypresswood Utility District for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

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Executive Director  
Texas Water Commission

Sincerely,

  
G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Charles W. Jenness, *Chairman*  
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Noe Fernandez, *Member*

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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Danny Johnson  
Director  
Public Works  
City of Stephenville  
354 N. Belknap  
Stephenville TX 76401

Dear Mr. Johnson:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to the City of Stephenville for your continued support of the Major Rivers fourth-grade water education program. Your city's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

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Sincerely,

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Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

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G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Charles W. Jenness, *Chairman*  
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G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardswell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Sue Baker  
Colorado River M.W.A.  
Post Office Box 869  
Big Spring TX 79721-0869

Dear Ms. Baker:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Colorado River M.W.A. for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

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Sincerely,

Handwritten signature of Allen P. Beinke, Jr.

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

Handwritten signature of G. E. Kretzschmar.

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Charles W. Jenness, *Chairman*  
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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Rebecca Raabe  
Evergreen Underground Water  
1306 Simmons  
Jourdanton TX 78026

Dear Ms. Raabe:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Evergreen Underground Water for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

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Executive Director  
Texas Water Commission

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G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board





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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Karen O'Neal  
Harris-Galveston Coastal Subsidence District  
1660 West Bay Area Boulevard  
Friendswood TX 77546

Dear Ms. O'Neal:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Harris-Galveston Coastal Subsidence District for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

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Executive Director  
Texas Water Commission

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G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



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Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

James Cooper  
President  
Fountainhead MUD & Harris Co. WCID #109  
Post Office Box 7  
Cypress TX 77429

Dear Mr. Cooper:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Fountainhead MUD & Harris Co. WCID #109 for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

A handwritten signature in cursive script that reads "Allen Beinke".

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script that reads "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Lisa Young  
Hill Country Underground WCD  
1906 North Llano, Suite 102  
Fredricksburg TX 78624

Dear Ms. Young:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Hill Country Underground WCD for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

Handwritten signature of Allen P. Beinke, Jr.

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

Handwritten signature of G. E. Kretzschmar.

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
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*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Tami Malatek  
Assistant to Director  
Planning & Development  
Guadalupe-Blanco River Authority  
Post Office Box 271  
Sequin TX 78156

Dear Ms. Malatek:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Guadalupe-Blanco River Authority for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

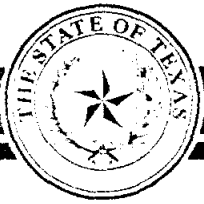
A handwritten signature in cursive script, reading "Allen P. Beinke, Jr.".

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script, reading "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Margaret Cox  
Harris County Utility District #33  
14138 Magnolia Springs  
Houston TX 77066

Dear Ms. Cox:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Harris County Utility District #33 for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

Handwritten signature of Allen P. Beinke, Jr.

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

Handwritten signature of G.E. (Sonny) Kretzschmar.

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Gary Stanford  
Jones County 4-H  
Post Office Box 167  
Anson TX 79501

Dear Mr. Stanford:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Jones County 4-H for your continued support of the Major Rivers fourth-grade water education program. Your organization's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

A handwritten signature in cursive script that reads "Allen Beinke".

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script that reads "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noc Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Cardwell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Dan Copps  
Harris County Utility District #5  
Post Office Box 5447  
Kingwood TX 77325

Dear Mr. Copps:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Harris County Utility District #5 for your continued support of the Major Rivers fourth-grade water education program. Your district's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

Handwritten signature of Allen P. Beinke, Jr.

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

Handwritten signature of G. E. Kretzschmar.

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noc Fernandez, *Member*

G.E. (Sonny) Kretzschmar,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
Walter W. Gardschell, III, *Member*  
William B. Madden, *Member*

April 30, 1991

Emmett Gloyna  
General Manager  
Lavaca-Navidad River Authority  
Post Office Box 429  
Edna TX 77957

Dear Mr. Gloyna:

The Texas Water Commission and the Texas Water Development Board wish to express our appreciation to Lavaca-Navidad River Authority for your continued support of the Major Rivers fourth-grade water education program. Your authority's participation in this education effort has been instrumental in furthering the goals of the participating state agencies and in increasing water awareness and understanding statewide.

Thanks to sponsorships like yours, 6,821 Major Rivers classroom sets have been distributed statewide, which means that over the past two years, approximately 170,525 students have been exposed to the information in the Major Rivers instructional unit. The program continues to receive extremely favorable teacher comment and is further complimented by the fact that many of the 1990-91 sponsors have already placed their orders for the coming year.

If you have already placed your order, we thank you. If you are currently working on your budget for next year, we hope that you will again consider providing the Major Rivers program to the fourth-grade classrooms in your service area.

Sincerely,

A handwritten signature in cursive script that reads "Allen Beinke".

Allen P. Beinke, Jr.  
Executive Director  
Texas Water Commission

Sincerely,

A handwritten signature in cursive script that reads "G. E. Kretzschmar".

G. E. Kretzschmar  
Executive Administrator  
Texas Water Development Board





## BRAZOS RIVER AUTHORITY

4400 COBBS DRIVE • P. O. BOX 7555 • TELEPHONE AREA CODE 817 776-1441

WACO, TEXAS 76714-7555

July 23, 1991

Each Fourth Grade Teacher  
Brazos River Basin

Dear Teacher:

The Brazos River Authority, in cooperation with the Texas Water Development Board and the Texas Water Commission, is pleased to offer, free of charge, the MAJOR RIVERS water education program for use in fourth grade classrooms. I am enclosing a reply form for your convenience in ordering these materials, which are already in use in school districts throughout the State.

If you have taught MAJOR RIVERS before, please indicate that on the order form, so we can send you only the consumable student materials you will need. If you have not taught MAJOR RIVERS before, we will send you a complete classroom set, including both teacher and student materials. If there are other teachers in your school who would like to use the MAJOR RIVERS program, but who did not receive an order form, please feel free to duplicate the enclosed form for their use.

The MAJOR RIVERS program has a proven record of acceptance and accomplishment. The Brazos River Authority is pleased to make these materials available without cost in order to further awareness of and appreciation for conservation and wise use of one of our most essential natural resources.

If you have questions or would like to see a sample copy of the MAJOR RIVERS materials, please contact Mr. Mike Bukala at (817) 776-1441.

Sincerely,

ROY A. ROBERTS, P.E.  
General Manager

RAR:jwj  
Enclosure

cc: Ea. Mbr. Bd. of Dir., BRA  
Each Member, TWDB  
Each Member, TWC  
Mr. Craig Pedersen, TWDB  
Mr. Allen P. Beinke, Jr., TWC  
Ms. Donna Darling, TWDB  
Ms. Ann Crafton, EDS

COPY



# TEXAS WATER DEVELOPMENT BOARD

Charles W. Jenness, *Chairman*  
Thomas M. Dunning, *Member*  
Noe Fernandez, *Member*

Craig Pedersen,  
*Executive Administrator*

Wesley E. Pittman, *Vice Chairman*  
William B. Madden, *Member*

July 26, 1991

John Sutton  
El Paso Water Utilities  
320 S. Campbell  
El Paso, Texas 79901

Dear John:

Just as follow-up to our conversation yesterday, I wanted to be sure you were aware of the two ways you can consider sponsoring "Major Rivers" for the fourth-grade classrooms in your area.

Using the enclosed postcard, you can send for a cost proposal for supplying classroom sets (\$50 per set) to all the fourth-grade classrooms in your area. If the amount shown on the proposal is overwhelming, you can designate a budget and then mail the enclosed flyer to all the fourth-grade teachers in your district telling them that classroom sets will be provided on a first-come, first served basis until your budget is exhausted. So, if you have any spare money in this year's budget, you could use this approach to get going.

Or, you may want to mail the flyers stating that you are preparing next year's budget and need to get a handle on the level of teacher interest in using the program. EDS can supply the flyers.

I have enclosed the Brazos River Authority's letter as support for your presenting this concept to your supervisors. I am also sending a copy of BRA's letter and this letter to Ann Saenz.

Thanks for your interest in the program, and don't hesitate to call if I can provide further support for your presentation.

Sincerely,

A handwritten signature in cursive script that reads "Donna D. Darling".

Donna D. Darling  
Coordinator, Major Rivers Program

CC: Ann Saenz  
Ann Crafton, EDS



# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1485

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April 18, 1991

Donna Darling  
Texas Water Development Board  
Post Office Box 13087  
Austin, TX 78711-3087

Dear Donna:

Enclosed are the mailing labels for all of the *Major Rivers* program sponsors, excluding LCRA.

You also asked me for the number of *Major Rivers* sets distributed throughout Texas, (including those in LCRA's service area) and the number of students reached. My calculations indicate that to date we have sent out a total of 6,821 *Major Rivers* kits, which accounts for approximately 170,525 Texas students being educated with the *Major Rivers* instructional unit since the introduction of the program.

Please let me know if I can provide you with any additional information.

Sincerely,

Ann M. Crafton  
Director of Marketing

Enclosure

INFORMATION REQUESTED FROM ASSOCIATION OF WATER BOARD DIRECTORS' CONFERENCE IN CORPUS CHRISTI, TEXAS JULY 11 - JULY 13, 1991

1. Mr. David Myers  
Harris County Utility District No.6  
15931 Walnut Wood  
Houston, Texas 77024

713-855-8716

Wanted information on the Major Rivers Education Program, please call first.

2. The following individuals wanted water conservation statement stuffers. (call first)

A)Gail F. Duke, Manager  
McGee, Wheeler & Co., P.C.  
4321 Directors Row, Suite 100  
Houston, Texas 77092

713- 680-8120

Gail Duke is on the Board of Harris County Municipal Utility District No. 119

B)Susan Seveik  
Northwest Travis County MUD No.1  
10601 McFarlie Cove  
Austin, Texas 78750

C)Mandy Meredith  
Bayfield FUD  
16110 Piperview Drive  
Houston, Texas 77598

731-480-2468

D)D.O. Roberts  
4023 Laverock  
Spring, Texas 77388

713-353-3555

3. The following individual requested an order form for water conservation material and statement stuffers.

Bobby K. Wilson  
922 Bayoaks  
Houston, Texas 77009



# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1485

December 10, 1991

Mr. Lionel Meno  
Commissioner  
Texas Education Agency  
1701 North Congress Drive  
Austin, TX 78701

Dear Commissioner Meno:

My organization is working with a consortium of air quality boards, water agencies, sanitation districts, utilities, and other environmental agencies to develop *Think Earth*, an environmental education curriculum for elementary schools. We were also involved in developing the Major Rivers Texas Water Education Program, which reaches about 200,000 Texas fourth graders annually with the support of the Texas Water Commission. TEA's Barbara tenBrink was involved in the Major Rivers project.

I have enclosed a copy of the *Think Earth* K-3 units and video, and I am requesting that TEA review these materials, with the possible outcome being a letter of support. It is conceivable that various environmental agencies and companies in Texas would be willing to provide *Think Earth* units free to schools.

Thank you for your help.

Sincerely,

Fred C. Niedermeyer, Ed.D.  
President

FCN:gk  
Enclosure

cc: Dr. tenBrink, TEA  
Donna Darling, TWDB

*Oil Information Committee*  
of the



TEXAS MID-CONTINENT  
OIL & GAS ASSOCIATION

1115 SAN JACINTO BOULEVARD • SUITE 275 • AUSTIN, TEXAS 78701-1906 • 512/478-6631 • FAX: 512/472-3859

May 12, 1992

Ms. Donna D. Darling  
Texas Water Development Board  
P. O. Box 13231  
1700 N. Congress Ave.  
Austin, TX 78711-3231

Dear Donna:

Thank you for your letter dated May 1, 1992 concerning the Governor's Conference on Science, Technology & Mathematics.

I will make sure your comments will be forwarded to the necessary people on the executive board.

I appreciate your constructive criticism and the time you have taken to point out ways we might improve our conference in the future. It is our desire to maintain a very professional and well organized conference. Your suggestions will be carefully reviewed.

Sincerely,

Alan B. Sowards  
Vice-President for Education

cc: Dr. Bob James  
Ms. Lyn Johnson  
ABS:cle

THIS SAME LETTER WAS SENT TO 133 FOURTH GRADE SCHOOL TEACHERS THROUGHOUT THE BRAZOS RIVER BASIN.



## BRAZOS RIVER AUTHORITY

4400 COBBS DRIVE • P. O. BOX 7555 • TELEPHONE AREA CODE 817 776-1441

WACO, TEXAS 76714-7555

August 7, 1992

Dear <Last Name>:

Last school year, the Brazos River Authority supplied you with materials for teaching MAJOR RIVERS, the water education package for fourth grade. You indicated that you would like to use the materials again this year. We will be pleased to send them to you.

Please fill out and return the enclosed reply slip in the postage-paid envelope provided, indicating the street address of the school where you will be teaching and the number of students for whom you need materials. We will forward the requested materials to you by return mail.

If there are other fourth grade teachers in your school who would like to use MAJOR RIVERS, but who have not received an order form, please feel free to copy the reply slip and let them send us their orders.

Thank you for your cooperation and for your continuing interest in the MAJOR RIVERS program.

Sincerely,

MIKE BUKALA  
Administrative Assistant/  
Records Management Officer

MB:jwj

Enclosure

cc: Ea. Mbr. Bd. of Dir., BRA  
Each Member, TWDB  
Each Member TWC  
Mr. Craig Pedersen, TWDB  
Mr. Jesus Garza, TWC  
Ms. Donna Darling, TWDB ✓  
Ms. Ann Crafton, EDS

COPY



## BRAZOS RIVER AUTHORITY

4400 COBBS DRIVE • P. O. BOX 7555 • TELEPHONE AREA CODE 817 776-1441

WACO, TEXAS 76714-7555

August 6, 1992

Each Fourth Grade Teacher  
Brazos River Basin

Dear Teacher:

The Brazos River Authority, in cooperation with the Texas Water Development Board and the Texas Water Commission, is pleased to offer, free of charge, the MAJOR RIVERS water education program for use in fourth grade classrooms. I am enclosing a reply form for your convenience in ordering these materials, which are already in use in school districts throughout the State.

If you have taught MAJOR RIVERS before, please indicate that on the order form, so we can send you only the consumable student materials you will need. If you have not taught MAJOR RIVERS before, we will send you a complete classroom set, including both teacher and student materials. If there are other teachers in your school who would like to use the MAJOR RIVERS program, but who did not receive an order form, please feel free to duplicate the enclosed form for their use.

The MAJOR RIVERS program has a proven record of acceptance and accomplishment. The Brazos River Authority is pleased to make these materials available without cost in order to further awareness of and appreciation for conservation and wise use of one of our most essential natural resources.

If you have questions or would like to see a sample copy of the MAJOR RIVERS materials, please contact Mr. Mike Bukala at (817) 776-1441.

Sincerely,

A handwritten signature in cursive script that reads "Roy A. Roberts".

ROY A. ROBERTS, P.E.  
General Manager

RAR:jjw  
Enclosure

cc: Ea. Mbr. Bd. of Dir., BRA  
Each Member, TWDB  
Each Member, TWC  
Mr. Craig Pedersen, TWDB  
Mr. Jesus Garza, TWC  
Ms. Donna Darling, TWDB ✓  
Ms. Ann Crafton, EDS

RECEIVED AUG 06 1992

RECEIVED AUG 06 1992

COPY





# Educational Development Specialists

5505 East Carson Street • Suite 250 • Lakewood, CA 90713-3093  
Telephone: (213) 420-6814 FAX: (213) 420-1485

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January 21, 1993

Donna D. Darling  
Texas Water Development Board  
1700 N. Congress  
Austin, TX 78701

Dear Donna:

Periodically we review and update our educational programs before we reprint the materials. We have been looking at *Major Rivers* and believe this spring would be a good time to revise this unit.

Since this is *your* program, we would like to include you in the revision process. We will be hosting a meeting on Friday, March 12, 1993, at the Radisson Hotel on Town Lake in Austin and hope you will plan to join us. The meeting will begin at 9:00 a.m. and will end with a luncheon from noon until 1:30 p.m. Attending will be representatives from the sponsoring river authorities and water companies, the Water Commission, the Water Development Board, the Department of Health, the Texas Education Agency, and, of course, EDS.

At the meeting, we'll review suggested revisions and discuss any additional ideas from the group. Kay Ice, the developer of *Major Rivers*, will be with us. We'll also have a brief roundtable to share our experiences and successes. Feel free to bring examples from your area to share.

Please return the enclosed reply card to let us know if you will attend. We will be sending a list of possible revisions soon. I hope to see you March 12 in Austin!

Sincerely,

Ann M. Crafton  
Director of Marketing

cc: Donna Darling, TWDB