



**For release Tuesday, Aug. 5, 2014**

Contact **Sarah Nunn**, P.E., Ayres Associates; **WWA Taste Test chair**. Cell (920) 639-3451

**Ann-Perry Witmer**, P.E., LEED AP BD+C; 2014 **WWA Board Chair**. Office (217) 244-7805,

**Arcadia Water Utility Manager Gary Skroch**, Office (608) 323-3452; after 5 p.m. (608) 863-0727  
[rkdwater@triwest.net](mailto:rkdwater@triwest.net)

## **Arcadia Wins the Blue Ribbon for Best-Tasting Water in Wisconsin**

The Arcadia Water and Wastewater Utility in northwestern Wisconsin's Trempealeau County has won the title of Best-Tasting Water in Wisconsin for the third time in four years. The title was awarded Aug. 4 in competition at the Wisconsin State Fair. Arcadia is the first utility, in the 29-year history of the contest, to win the title three times, including back-to-back titles in 2011 and 2012.

The event was sponsored by the Wisconsin Water Association (WWA) which represents 900 members of the drinking water profession in Wisconsin and is a member of the American Water Works Association (AWWA). The competition showcases the dedicated work of water professionals to provide safe, high quality drinking water 24-hours-a-day. Ten water utilities provided samples for the judging, which considered taste, odor, and color and clarity of the water.

Arcadia Water & Wastewater Utility Superintendent Gary Skroch said he and his seven employees were astounded and excited to again win the Blue Ribbon. He said the titles are a source of great pride for Arcadia, with a population of 3,000. "This is something for the whole community to be proud of. It's not just us at the water utility. This is a combination of efforts, visionary thinking and commitment, of the Arcadia Utility Commission along with the City of Arcadia, and its dedicated employees to our water facilities and water infrastructure," he said.

Arcadia's water source is groundwater from the Mt. Simon Aquifer which supplies volumes of quality water to its four wells and water filtration facilities. The utility, founded in 1902, provides an average 1.5 million gallons a day, and uses horizontal pressure filtration and iron and manganese removal. Arcadia's largest water customers are Ashley Furniture and Gold'n Plump Poultry.

After winning the state title in 2011, the Arcadia Water Utility placed third in the United States at the 2012 AWWA Best of the Best Competition at the Annual Conference and Expo (ACE) in Dallas. Arcadia took first place in the state completion in 2012 to qualify for the Best of the Best Competition in 2013 at ACE in Denver. Arcadia can now return to national competition at ACE next June 2015 in Anaheim, California.

**Final Round Winners were second place, Appleton; and third place, Madison.** Other competitors were Green Bay, Manitowoc, Jackson, Milwaukee, Kenosha, Sheboygan, and Cudahy.

Celebrity judges included Alice in Dairyland and representatives from MillerCoors, Ocean Spray, The Water Council, People's Choice Judges from the audience, and consulting engineer Patrick Planton of SEH, Inc.

*AWWA is the largest organization of water professionals in the world. WWA represents water utilities, system operators, engineers, equipment suppliers, regulatory agencies and others who are dedicated to protecting public health and providing safe and sufficient water for all. WWA members advance technology, education, science, management, sustainability, and government policies related to safe drinking water.*