

Visualizing Success: Harnessing Creativity in Water Treatment

FEATURING JAMES MCDONALD, CWT

Visualization helps water professionals better understand equipment, processes, and problem-solving techniques.

Discover the Power of Visualization and Creativity in Industrial Water Treatment with Scaling UP! H2O's Latest Episode Featuring James McDonald.

Scaling UP! H2O, the leading podcast for water treatment professionals, is thrilled to announce the release of its newest episode featuring **James McDonald**, Director of Technology & Marketing at **Chem-Aqua**, and founder of Industrial Water Week. The episode, titled "Visualizing Success: Harnessing Creativity in Water Treatment," airs on **April 12, 2024**.

As engineers, we often overlook our innate creativity in problem-solving and understanding complex systems. In this episode, James McDonald shares his insights into how visualization techniques can revolutionize the way water professionals approach their work. McDonald emphasizes the importance of visual exercises in identifying knowledge gaps and fostering innovative solutions. "It's a great learning tool. It's a great problem-solving tool - to be able to visualize what's happening," McDonald explains.

Host Trace Blackmore and James McDonald take listeners on an imaginative journey through the inner workings of a cooling tower. Shrinking down into water molecules, they vividly visualize the processes at play, offering a captivating glimpse into the complex world of water treatment.

SCALE UP YOUR KNOWLEDGE

"We're always told that artists are the creatives, but as an engineer, I know that we are a creative lot as well," McDonald reflects. "We come up with solutions that are absolutely a beautiful balance between the customer's needs, physical reality, and what we can do."

Listeners will gain valuable insights into the role of creativity and visualization in problem-solving, communication, and equipment understanding within the water treatment industry. From identifying knowledge gaps to exploring innovative solutions, this episode empowers water professionals to enhance their effectiveness in industrial water treatment.

The episode will be available on **April 12, 2024**. Listeners can tune in by visiting scalinguph2o.com/359 or searching for the Scaling UP! H2O podcast on their favorite podcast platform.

ABOUT CHEM-AQUA

Chem-Aqua specializes in providing turnkey custom-designed water treatment programs for boiler, cooling, and process water systems. With a focus on minimizing energy, water, and maintenance costs while ensuring safe and reliable operation, Chem-Aqua offers tailored solutions to meet the unique needs of each customer.

Chem-Aqua's customized water treatment programs help protect critical systems and lower the total cost of operation. By addressing issues such as scale and microbiological fouling, Chem-Aqua solutions optimize efficiency, enhance safety, and extend equipment life.

Even minor reductions in efficiency can lead to significant increases in operating costs. By partnering with Chem-Aqua for water treatment services, customers benefit from clean and well-maintained systems, ensuring reliable operation and minimizing the risk of production losses or unexpected shutdowns. For more information about Chem-Aqua and its innovative water treatment solutions, please visit [Chem-Aqua's website](#).