



DISCUSSION GUIDE

EP 405 COOLING WATER INNOVATION: HARNESSING WASTEWATER FOR SUSTAINABILITY

EPISODE SUMMARY

In this episode of the Scaling Up H2O podcast, host Trace Blackmore interviews **Juan Meneses** from **Nalco Water, An Ecolab Company**. They discuss a case study of a Western refinery that optimized its water footprint using their 3D Tracer technology and cooling model tools. Juan shares insights on increasing cycles of concentration, implementing new control parameters, and the importance of communication and teamwork in successful water treatment projects.

DISCUSSION QUESTIONS

1. What were the main drivers for the refinery to optimize its water footprint, and how might these factors apply to other industries?
2. How does increasing cycles of concentration in cooling towers contribute to water savings and sustainability goals?
3. Juan mentions the use of advanced modeling software to simulate cooling tower systems. How can water treatment professionals leverage such tools to improve their service offerings?
4. What challenges did the team face when implementing higher cycles of concentration, particularly in terms of biological control and pH management?
5. What are the benefits of using a “tracing” technology like PTSA in a cooling water system?



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DISCUSSION QUESTIONS (CONTINUATION)

6. Juan emphasizes the importance of teamwork and open communication. What strategies can water treatment professionals use to improve collaboration with their clients?
7. How can water treatment companies balance the need for capital investment with the long-term savings potential when proposing optimization projects to clients?
8. What role do corporate sustainability goals play in driving water optimization projects, and how can water treatment professionals align their services with these goals?
9. Juan mentions adaptability as his superpower. How important is adaptability in the water treatment industry, and what other skills are crucial for success?
10. Based on Juan's book recommendations, how might principles from "**Good Profit**," "**Crucial Conversations**," and "**4 Disciplines of Execution**" be applied to water treatment projects and client relationships?



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FULL EPISODE DETAILS

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