Bruce Rathburn retired from the San Antonio Water System on June 1, 2017, after 28 years of service in backflow prevention and communications. He supervised its backflow prevention section for 18 years. For 13 years of his tenure, Rathburn also served as a director and international president of the American Backflow Prevention Association (ABPA), which is dedicated to the preservation of safe drinking water. Rathburn received the Meritorious Service Award from ABPA, which is the highest honor bestowed to an individual.

Rathburn is a licensed water operator, backflow trainer, proctor and tester in the state of Texas. He is also licensed to conduct water use surveys and perform customer service inspections. Rathburn is a member of the Cross Connection Control workgroup for the state of Texas, providing regulatory support to the Texas Commission on Environmental Quality. Since retiring, Rathburn has started his own company, American Backflow H2O, where he provides consulting, training and tests dedicated to preserving our most precious resource, water.