Attachment A

colorado waterwise 2013

Water Conservation Summit

Police Protective Association Event Center
2105 Decatur Street, Denver 80211
(303) 433-8247

Register at www.coloradowaterwise.org
Members: $200.00
Non-Members: $275.00

Friday, October 25, 2013 - 8:15 am to 4:30 pm

8:15 am - 9:00 am	Exhibits Open	**REGISTRATION & CONTINENTAL BREAKFAST**			
9:00 am - 9:05 am		**Welcome & Opening Remarks** Frank Kinder, Colorado WaterWise Co-Chair			
9:05 am - 9:35 am		**Colorado Water Conservation Board Update** Becky Mitchell, Colorado Water Conservation Board			
9:35 am - 10:15 am		**Southeastern Colorado Water Conservancy District's Water Conservation Best Management Practices Toolbox** Jean Van Pelt, Southeastern Colorado Water Conservancy District; Tracy Bouvette, Great Western Institute			
10:15 am - 10:45 am		**Institutional, Commercial & Industrial Sectors: Tools to Make a Difference** Becky Fedak, Brendle Group; Russ Sands, City of Boulder; and Peter Mayer, Water Demand Management			
10:45 am - 11:00 am		***MORNING BREAK***			
11:00 am - 11:30 am		**"SMART" Landscape Water Management** Brent Mecham, Irrigation Association			
11:30 am - 12:00 pm		**Long Term Study on Landscape Irrigation Using Graywater** Sybil Sharvelle, Colorado State University			
12:00 pm - 1:15 pm		***LUNCH (provided)*** ***Presentation of Colorado WaterWise Conservation Award***			
1:15 pm - 1:45 pm		MARKETING CONSERVATION	**Social Media: Get the Most from Your Conservation Efforts** Natalie Stevens, City of Greeley; Travis Thompson, Denver Water; Patrice Lehermeier, Colorado Springs Utilities; Joanna Nasar, Western Resource Advocates	OUTDOOR WATER CONSERVATION	**Teaming Up to Tackle Drought** Jeff Tejral, Denver Water; Joe Kelly, City of LaJunta; Kristen Fefes, Associated Landscape Contractors of Colorado; Eric Moroski, Weisburg Landscape Maintenance
1:45 pm - 2:15 pm			**Digital Marketing: Connecting with Your Customers to Get Results** Matthew Holmes, KMGH TV and Scripps Media		**2013 Drought - Measuring the Impact** Dr. Tony Koski, Colorado State University
2:15 pm - 2:30 pm		***AFTERNOON BREAK***			
2:30 pm - 3:00 pm		**Conservation Limits Rate Increases for Colorado Utility - How Demand Reductions Can Dramatically Reduce Capital Costs** Peter Mayer, Water Demand Management; Stu Feinglas and Christine Gray, City of Westminster			
3:00 pm - 3:45 pm		**Revenue Recovery and Conservation: The Art and Science of Sustainable Water Rates** Tom Ash, Western Municipal Water District			
3:45 pm - 4:15 pm		**Colorado's Water Plan** Mike King, Colorado Department of Natural Resources			
4:15 pm - 4:30 pm		***DOOR PRIZES & CLOSING REMARKS*** Frank Kinder, Colorado WaterWise			