

7th Annual Gulf Coast Water Conservation Symposium
Conservation's Potential and Promise in Changing Times

Thursday, March 22, 2018

United Way Community Resource Center - Houston, Texas

- 8:00 – 8:45 Registration and Continental Breakfast
- 8:45 – 9:00 **Welcome**
- 9:00 – 9:30 **Water for Texas: Water Conservation for Texas**
Kathleen Jackson, Director, Texas Water Development Board
- 9:30 – 10:30 **How Denver Water uses Brand Journalism to Reach Water Users and Feed the Media Beast**
Stacy Chesney, Manager of Media Communications, Denver Water
- 10:30 – 10:45 Break
- 10:45 – 11:30 **Water Conservation's Potential and Promise**
Water Conservation by the Yard: A Statewide Analysis of Outdoor Water Savings Potential
Ruthie Redmond, Water Resources Specialist, Sierra Club – Lone Star Chapter
Jonathan Kleinman, President, AIQUEOUS
- Water Conservation Adds up to Texas Jobs***
Carole Baker, President & CEO, Texas Water Foundation
- 11:30 – 12:15 **Rebuilding with Water Conservation in Mind**
Texas' SWIFT Program
Tom Entsminger, State Programs Coordinator, Texas Water Development Board
Leveraging PACE for Big Water Savings in the ICI Sector
Marina Badoian-Kriticos, Regional Program Advisor, Texas PACE Authority
- 12:15 - 1:15 Lunch and Networking
- 1:15 – 2:00 **Seeking the New Abnormal**
John Nielson-Gammon, State Climatologist and Professor of Atmospheric Science, Texas A&M
- 2:00 – 2:30 **How Come My Rates Keep Going Up When I'm Saving Water: Conservation Limits Rate Increases**
Stu Feinglas, Senior Water Resources Analyst, City of Westminster
- 2:30 – 3:15 **Sprinkler Talks. People Listen**
Lindsay Kovar, Senior Project Manager, BGE, Inc.
Bob Patton, Board Member, North Fort Bend Water Authority
- 3:15 - 3:30 *Wrap-up and Evaluation*