

Brazos Valley Water Conservation Symposium: The Business Case for Water Conservation

Thursday, June 21st
Hilton Waco

PROGRAM

- 9:00 – 9:30 **Registration**
- 9:30 – 9:40 **Welcome – Ken Kramer, Lone Star Chapter, Sierra Club**
- 9:40 – 10:00 **Keynote Speaker**
Toby Baker – Commissioner, Texas Commission on Environmental Quality
- 10:00 – 10:30 **Conservation in the State Water Plan and Requirements for Retail Water Suppliers**
Comer Tuck, Director – Conservation Division, Texas Water Development Board
- 10:30 – 10:45 **Break**
- 10:45 – 11:15 **Water Conservation Myths, the Fear Factor, and the National Picture**
Carole Baker, Alliance for Water Efficiency and Texas Water Foundation
- 11:15 – 12:00 **The Business Case for Water Conservation and its Impact on Rates**
Mark Peterson, Coordinator for Outdoor Programs, San Antonio Water System
- 12:00 – 1:00 **Lunch**
- 1:00 – 1:30 **The Water Efficiency Network of North Texas – Working Together for Solutions**
Lorrie Reeves, Urban Water Programs, Texas Agrilife Research and Extension
- 1:30 – 2:50 **Implementing Conservation in a Medium-Sized Utility – How we did it, Lessons Learned**
Moderator: Jennifer Walker, Lone Star Chapter, Sierra Club
Panelist: Jennifer Nations – Conservation Coordinator, City of College Station
Melody Emadiazar – Water Education Coordinator, City of Frisco
Whitney Milberger – Water & Energy Efficiency Specialist, City of Cedar Park
- 2:50 – 3:00 **Pulling it all Together – Wrap up and Final Comments**
Larry Groth, City Manager, City of Waco
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Conference Sponsors

Sierra Club – Lone Star Chapter, National Wildlife Federation,
Alliance for Water Efficiency, City of Waco, Brazos River Authority, Texas Water Foundation

This symposium is made possible by a generous support from the Meadows Foundation to the Texas Living Waters Project. The project is a public education program on Texas water issues that is being conducted jointly by the Lone Star Chapter - Sierra Club and National Wildlife Federation.