

# Gulf Coast Water Conservation Symposium

## Capitalizing on Water Conservation: Benefits, Opportunities, Requirements, & Lessons Learned

Thursday, January 23<sup>rd</sup> 2014

### Program

- 8:30 - 9:00 Registration and Continental Breakfast
- 9:00 - 9:15 Welcome
- 9:15 - 9:40 *Why We Need Water Conservation in the Gulf Coast Region*  
Jason Afinowicz, Region H Water Planning Group, Freese and Nichols
- 9:40 – 10:00 *Water Conservation and Houston*  
Margaret Menger, Chair, Mayor Parker’s Water Conservation Task Force
- 10:00 - 10:45 *Prop 6 and HB4: Financing, Prioritizing and Conserving Texas Water*  
Liz Fazio, Committee Director, Texas House Committee on Natural Resources
- 10:45 – 11:00 Break
- 11:00 - 11:45 *Drought Tolerant Landscapes for All: SB 198 Implementation*  
Sipra Boyd, Associate Attorney, Roberts, Markel, Weinberg PC  
David Foster, Texas Director, Clean Water Fund
- 11:45 - 12:15 *Updating your Communities’ Water Conservation & Drought Contingency Plans*  
Nora Mullarkey, Conservation Manager, Lower Colorado River Authority
- 12:15 - 1:15 Lunch

### **Afternoon Track 1: Looking to the Future**

- 1:15 – 2:15 *Water Conservation Education Messaging: Effective Design & Implementation*  
Denise Hickey, Public Relations Coord., North Texas Municipal Water District  
Valerie Davis, Principle and CEO, EnviroMedia  
Mike Sukle, Sukle Advertising and Design
- 2:20 – 3:20 *Smart Infrastructure Investment: Evaluating Demand Trends & Weighing Risks*  
Sharlene Leurig, Sustainable Water Infrastructure Program, Ceres  
David Marshall, Engineering Services Director, Tarrant Regional Water District

### **Afternoon Track 2: Innovative Implementation**

- 1:15 – 2:15 *Cooperation for Conservation - Creating a Water Aware Community*  
Bob Dailey, Conservation Education Coord., Woodlands Joint Powers Agency
- 2:20 – 3:20 *How to Build Communities that Conserve Water*  
Doug Bennett, Conservation Manager, Southern Nevada Water Authority  
Bob Adair, Steering Committee Chair, Houston Land/Water Sustainability Forum
- 3:20 - 3:30 Main Meeting Room: Wrap up and Ipad Give Away

