

Gulf Coast Water Conservation Symposium: Capitalizing on Water Conservation: Benefits, Opportunities, Requirements & Lessons Learned

Speakers (in order of appearance)

Jason Afinowicz is a project manager for Freese and Nichols, Inc. in the field of water resources planning. He received both a Bachelor of Science and a Master of Science degree in Biological and Agricultural Engineering from Texas A&M University. Jason managed the development of the 2011 Region H Water Plan and is facilitating the study of the upcoming 2016 Plan. His broader experience includes a variety of water resources and infrastructure planning support, including water conservation planning, for southeast Texas and other locations throughout the state.

Margaret Menger is the Chair of the Mayor Annise Parker's Water Conservation Task Force. Ms. Menger has more than 20 years of experience leading change management, training, stakeholder, and communications strategies. Ms. Menger is currently working with KPMG's People & Change Advisory practice. Margaret has worked with clients across industries including government, commercial real estate, construction, engineering, non-profit organizations, and public relations. Margaret's experience includes creation and implementation of strategic change management, stakeholder, analysis, training and communications projects. She has led projects ranging from environmental impact studies (EIS) for large capital investments of public funds to corporate community outreach activities which improved client reputation in the market.

Elizabeth Fazio serves as the Director for the Committee on Natural Resources in the House of Representatives, where she provides strategic planning for the development of the state's natural resources and water rights. Liz possesses an expansive skill set and record of accomplishment leading the formulation and execution of public policy, as well as, demonstrating financial and legal expertise to drive sustainable change in the preservation and conservation of water resources. More recently, she played an instrumental leadership role in the creation and passage of legislation to finance over \$27B in water development projects over the next 50 years. Liz holds both her LL.M. in Taxation and her J.D. from University of Denver Sturm College of Law. She is a dual-degree graduate of the University of Texas at Austin with a B.A. in Government and a B.S. in Communications.

Sipra Boyd is an Associate Attorney with Roberts, Markel, Weinberg PC. She joined the firm's Real Estate Section in 2012 bringing eight years of experience in representing community associations. Sipra represents single-family residential, condominium, and commercial community associations throughout Texas and her practice focuses on all aspects of Community Association Law. She currently serves on the Board of Directors of the Greater Houston Chapter of the Community Associations Institute and is dedicated to fostering responsible and successful community associations.

David Foster is a Dallas native who has lived mostly in Austin since 1983. He did his undergraduate work at North Texas State University in Denton, and received an MA in Modern European History from UT, Austin in 1989. He lived for several years in Europe and speaks fluent German and passable French. He went to work for Clean Water Fund in 1995, became its Texas Program Director in 2004 and State Director in 2012, and coordinates CWF's public outreach to numerous Texas communities, elected officials and regulatory agencies. He has served on the boards of many nonprofits, including Envision Central Texas, Liveable City and the Alliance for Public Transportation. He is the primary researcher and author of CWF's *The Coming Crisis* and *Water on the Home Front*. He and his wife Virginia have two grown children and three grandchildren.

Nora Mullarkey is the LCRA Water Conservation Coordinator and has over 25 years of experience in water conservation. She began her work as a conservation coordinator at the City of Austin, where she oversaw water conservation plumbing retrofit programs and evaluated programs for water savings and cost effectiveness. Ms. Mullarkey is currently with the Lower Colorado River Authority (LCRA), where she manages and coordinates a team responsible for implementing wholesale water conservation programs. She assists with policy review and development, and represents LCRA on water conservation matters with key regulatory agencies, as well as state and local conservation stakeholder groups. During this historic drought, Ms. Mullarkey has managed the pro rata curtailment process for firm water in anticipation of reaching a drought worse than the drought of record. Nora is involved in several local and water conservation professional activities, and currently serves as the Texas AWWA Water Conservation Subcommittee Chair of the Reuse and Water Conservation Division.

Denise Hickey is the Public Relations Coordinator of the North Texas Municipal Water District (NTMWD). Ms. Hickey oversees the Public Relations Department staff and is the primary public speaking representative for the district with varying civic, city, corporate, media and legislative organizations. Ms. Hickey graduated with a Bachelor of Arts degree in biology, with an education certification in biology and chemistry from Sam Houston State University. She has been working for the NTMWD since 1995. Ms. Hickey is dedicated to educating consumers about the wise and efficient use of our finite water resources. She is an active participant with the state's Water Conservation Advisory Council, a member of the American Water Works Association, a member of the Water Environment Federation, and the Water Efficiency Network of North Texas among other industry organizations.

Valerie Davis is the Cofounder and CEO of EnviroMedia Social Marketing. Whether sounding a warning to greenwashers on NBC's TODAY show or spending all day in a landfill to show her dismay at the state of U.S. recycling efforts, Valerie Davis passionately speaks out about injecting ethics and authenticity into companies' sustainability programs and communications efforts. Davis' led the Don't Mess with Texas campaign to victory in the America's Favorite Slogan Competition, beating Nike's "Just Do It" and "Got Milk?" She is a speaker at water, energy, solid waste, health and advertising conferences, including the National Symposium on Market Transformation for the American Council for an Energy-Efficient Economy in Washington, D.C. She is a winner of the American Advertising Federation-Austin Silver Medal Award for outstanding contributions to advertising and furthering the industry's standards, creative excellence and responsibility in areas of social concern. Davis earned a Bachelor of Journalism at The University of Texas at Austin, and represents the College of Communications on the Texas Exes Council of the UT Ex-Students' Association.

Mike Sukle is the founder and creative director of Sukle Advertising & Design in Denver, Colorado. The agency has developed a reputation for creating work that generates disproportionate results for their clients. Sukle clients have included Denver Water, the Alliance for Water Efficiency, Carters, Whole Foods, Goodwill, the Wyoming Department of Health, Exede Internet, Scarpa North America and Noodles & Company. Mike's work has been acknowledged around the globe for creativity and innovation. It has been recognized by Communication Arts Advertising and Design Annuals, The One Show, Archive Magazine, Creativity, OBIE Awards, Graphis Advertising and Design Annuals, the Venice Festival of Media and ABC's "The World's Best TV Commercials You've Probably Never Seen." However, any chance of Mike getting a swelled head is dashed almost every week when he receives yet another letter addressed to Suckie Advertising.

Sharlene Leurig directs the Sustainable Water Infrastructure Program at Ceres, a national nonprofit helping institutional investors to integrate sustainability into the capital markets. With Ceres, she works with water service providers to build business models that are resilient to weather extremes, climate change and resource depletion. She also works closely with bond investors to develop credit risk assessment methods that appropriately value sustainable water governance and resource management, and to construct criteria for investment vehicles that will channel capital toward sustainable water systems.

Before coming to Ceres, she was a fellow in the MIT-USGS Science Impact Collaborative at the Massachusetts Institute of Technology, where she focused on the role of science in multi-stakeholder resource planning and dispute resolution. In her spare time, Sharlene writes about the springs of Texas on her blog *Hell's Oasis*, and serves on the Board of Directors of the Hill Country Alliance, which works to preserve the spectacular beauty and culture of the Texas Hill Country for the benefit of future generations. She also sits on the Advisory Council of the Environmental Science Institute at University of Texas at Austin. She holds a BA in Physics and English from Washington University in St. Louis and a Master in City Planning from the Massachusetts Institute of Technology.

David Marshall has a wide range of experience in natural science and engineering and 34 years of experience in water resources. He worked for the U.S. Forest Service for five years in research of biological control of insect pests. He worked with the U.S. Geological Survey in New Mexico for five years as a hydrologic technician and hydrologist starting when he began his master's degree. While in Albuquerque, he fell in love with a Texas girl, and all Texas girls go home. So he moved from Albuquerque to the metroplex. David spent five years with Alan Plummer and Associates, Inc., where he was involved in many different types of water and environmental projects and joined the Tarrant Regional Water District in 1988 as Western Division Water Quality Manager. He has been involved in a wide range of water quality and engineering projects. As Engineering Services Director (his current role), his responsibilities include management of the District's water resources, including flood control and raw water supply. He also oversees major maintenance and capital improvement projects. He is currently part of the integrated pipeline team, a joint effort of TRWD and Dallas to build a 149 mile, \$2.3 billion dollar transmission pipeline. David's avocations have included subsistence farming and wine making

Bob Dailey is a retired investment banker and journalist. Since his retirement he has been an adjunct faculty at Lone Star College and has served as an environmental service coordinator with The Woodlands Township. He is currently the water awareness and public relations coordinator for the Woodlands Joint Powers Agency, which is the central management agency for the eleven Municipal Utility Districts (MUDs) that currently serve The Woodlands in Montgomery County. He is also a published writer, a Texas Master Gardener and Texas Master Naturalist.

Doug Bennett has more than 24 years' professional experience relating to water management. As the Conservation Manager for the Southern Nevada Water Authority in Las Vegas, Nevada, he oversees one of the most comprehensive water conservation programs in the United States. Since 2008, he has served as Program Chair for the WaterSmart Innovations Conference, the world's largest professional event dedicated to urban water efficiency. For the past two years, he has served as a water efficiency technical advisor to the U.S. Green Building Council. Bennett holds a bachelor of arts in agriculture and a master of arts in business and personnel management from New Mexico State University.

Robert C. Adair is the co-founder of Texas-focused Construction EcoServices (2002) and nationally oriented Convergent Water Technologies (2010), Bob is a passionate driver of new ideas, new technologies and a solution-oriented approach to stormwater management challenges. Early career stops in architecture and the construction industry, followed by twenty years building cutting-edge technology companies prepared him to see the stormwater industry, and its myriad challenges in a non-traditional light. Bob led the formation of the Houston Land/Water Sustainability Forum (HLWSF) in 2007 and has served as its Steering Committee Chair since its inception. The HLWSF is largely responsible for the rapid adoption, adaptation and implementation of Low Impact Development (LID) in the Houston area and has achieved national recognition from the EPA and others for its unique, market-focused approach to driving change. The HLWSF received the Texas Branch of the American Society of Landscape Architects' Environmental Stewardship for 2011 and Bob received the Houston Citizens Environmental Coalition's Synergy Award for Sustainability in 2010 for his work in developing this collaborative effort which engages and fills the gaps between, the key constituent groups required to make holistic, sustainable development a reality.