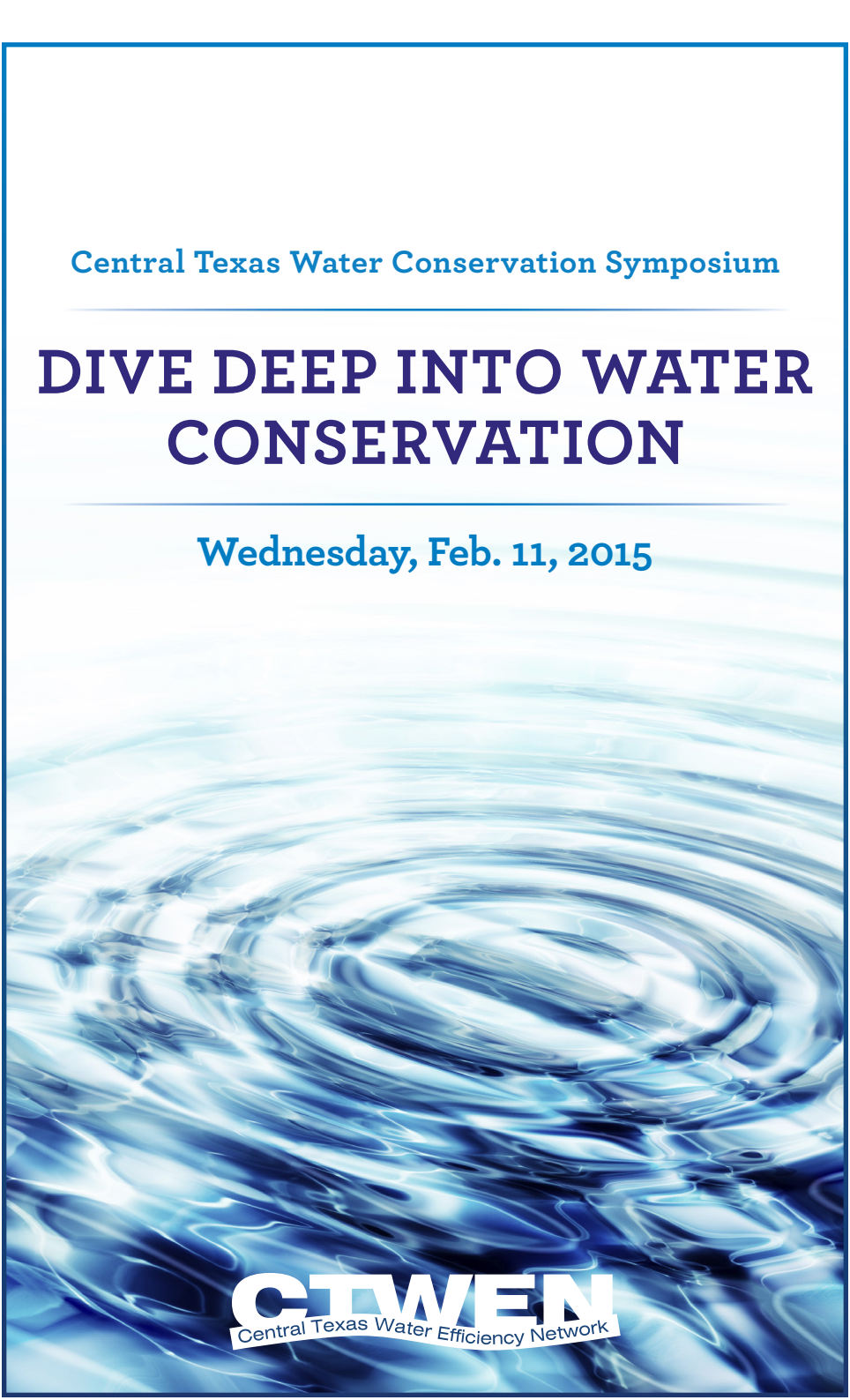
Central Texas Water Conservation Symposium

DIVE DEEP INTO WATER CONSERVATION

Wednesday, Feb. 11, 2015



CTWEN
Central Texas Water Efficiency Network

NOTES

DIVE DEEP INTO WATER CONSERVATION

Central Texas Water Conservation Symposium 2015

· PROGRAM ·

8:30-9 a.m. | Registration and continental breakfast

9-9:15 a.m. | Welcome

9:15-10:15 a.m. | Keynote

Design, Not Drought, Key to Demand Management in Southern California

Bill McDonnell, Water Use Efficiency Manager, Metropolitan Water District of Southern California

10:15-10:30 a.m. | Break

10:30-11:45 a.m. | Panel

Best Business Practice: Drought-Tolerant Landscapes

Moderator: Jennifer Walker, Water Resource Coordinator, Sierra Club, Lone Star Chapter

Hank Smith, Principal and Owner, Texas Engineering Solutions, LLC

Matt Hollon, Environmental and Conservation Program Manager, Watershed Protection, City of Austin

Chris Berry, Community Development Coordinator, Betenbough Homes

11:45 a.m.-12:15 p.m.

Water Conservation Design for Seton Medical Center at The University of Texas

Michele L. Van Hyfte, Manager of Environmental Stewardship, Seton Healthcare Family

12:15-1:15 p.m. | Lunch

1:15-2 p.m.

A Thirst for Power: The Nexus of Energy and Water

Dr. Michael Webber, Deputy Director of the Energy Institute, The University of Texas at Austin

2-3:15 p.m. | Panel

Technology Tactics for Engaging Customers

Moderator: Jessica Woods, Water Conservation Program Coordinator, City of Round Rock

Whitney Bishop, Social Media and Video Producer, Texas Parks and Wildlife Department

Michael Graef, Social Media Lead, San Antonio Water System

Terri Waggoner, Public Information Officer, City of Pflugerville

3:15 p.m. | Wrapup and evaluations

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BILL McDONNELL

Water Efficiency Manager
Metropolitan Water District of Southern California

Bill McDonnell is the Water Efficiency manager for the Metropolitan Water District of Southern California. He has a Bachelor of Arts from the University of Massachusetts and received his Master of Business Administration from the University of La Verne.

Bill's team manages many conservation programs that are on pace to rebate more than $100 million to commercial, industrial and residential customers this year. His team also manages the Innovative Conservation Program, which provides about $500,000 in grants for new conservation technologies.

Bill is Metropolitan's lead on the water and energy nexus front and has more than 30 years' experience in water and energy efficiency program management. In addition, he has been a Public Works commissioner in the City of Chino Hills for almost 20 years and is a member of the Board of Directors of the California Urban Water Conservation Council.

HANK SMITH

Principal and Owner
Texas Engineering Solutions

Hank Smith has 31 years of experience in public works and land development consulting. He is skilled in the design and regulatory aspect of water and wastewater systems, drainage design, and project management.

Prior to founding Texas Engineering Solutions with Stephen Delgado, Hank was a principal at C Faulkner Engineering LP. He also worked at Carter & Burgess and the Texas Natural Resource Conservation Commission, where he was in charge of the Water Quality Enforcement program for municipal and industrial facilities in Texas. He approved all wastewater construction projects in the state and developed the Technical Guidance Document for the Edwards Aquifer.

Hank served as president of the Home Builders Association of Greater Austin and is on the Government Relations Council. He worked with Travis County and the City of Austin on the "single office" review process mandated by the Texas Legislature. Most recently, Hank worked with the Texas Water Development Board on its program to update the Uniform County Subdivision Regulations.

MATT HOLLON

Environmental Manager
Watershed Protection Department, City of Austin

Matt Hollon is an environmental manager with the City of Austin's Watershed Protection Department. He is a graduate of the Community and Regional Planning program at The University of Texas at Austin and has worked in public and private sector watershed planning since 1990.

Matt led the effort to improve creek and floodplain protection and prevent unsustainable public expense on drainage systems with the Watershed Protection Ordinance passed by the Austin City Council in 2013.

Matt is leading Phase 2 of the Watershed Protection Ordinance project, which focuses on green infrastructure and water conservation.

CHRIS BERRY

Community Development Coordinator
Betenbough Homes

Chris Berry was raised in Garland, Texas, and earned a bachelor's degree in communication studies from Texas Tech University. He began his career as a manager at 84 Lumber, where he developed a passion for construction.

In 2007, Chris accepted a position at Betenbough Homes as a builder, learning how to supervise a home's construction from start to finish. During his management of construction phases, he became interested in the initial phase of dirt and concrete. Chris became Lubbock Community Developer in 2011.

Chris served as chair of the Water Conservation subcommittee for the West Texas Home Builders Association, in coordination with the City of Lubbock. While serving on this committee, he developed a passion for water conservation.

MICHELE L. VAN HYFTE

Manager of Environmental Stewardship
Seton Healthcare Family

Michele L. Van Hyfte, AIA, LEED AP BD+C, develops and leads environmental stewardship and sustainability programs for Seton Healthcare Family. She also is a Registered Architect and a Leadership in Energy and Environmental Design (LEED) Accredited Professional.

As Seton's manager of Environmental Stewardship, Michele co-chairs Seton's Executive Network Green Team, manages compliance with environmental regulations, and coordinates policies and outreach programs.

Michele joined Seton in 2012 after working at Monarch Design/ Consulting, a firm she founded that specialized in high-performance buildings. She earned a Master of Architecture from Virginia Tech and a Bachelor of Science in Architecture from the University of Illinois.

Michele serves on the Board of Directors for the Downtown Austin Alliance and the American Institute of Architects-Austin Chapter. She also serves on the Advisory Council of the U.S. Green Building Council, Central Texas-Balcones Chapter. She is a past recipient of the AIA Austin Young Architectural Professional of the Year. She served on the City of Austin Generation Resource Planning Task Force and serves on a Technical Advisory Group for the City of Austin's Climate Protection Plan Net-Zero Greenhouse Gas Emissions Initiative.

DR. MICHAEL WEBBER

Deputy Director of the Energy Institute
The University of Texas at Austin

Dr. Michael Webber trains the next generation of energy leaders at The University of Texas at Austin and conducts research on energy and environmental topics. He gained public attention for national syndication of his television special "Energy at the Movies" on PBS and the global launch of "Energy 101," a suite of energy literacy tools including videos, online courses and an interactive e-book.

Michael is an American Society of Mechanical Engineers Fellow, holds four patents, serves on the advisory board for Scientific American and has authored more than 300 publications. Michael holds a Bachelor of Science and a Bachelor of Arts from The University of Texas at Austin and a Master of Science and a doctorate in mechanical engineering from Stanford University. He was honored as an American Fellow of the German Marshall Fund, an AT&T Industrial Ecology Fellow, and on four separate occasions by UT-Austin for exceptional teaching.

WHITNEY BISHOP

Social Media Manager
Texas Parks and Wildlife Department

Whitney Bishop manages social media for the Texas Parks and Wildlife Department, with the goal of attracting new audiences through Facebook, Twitter, YouTube, Instagram, Pinterest and whatever comes next.

At TPWD, Whitney has developed more than 150 social channels that reach 550,000 confirmed fans, with an even greater exponential reach. TPWD was named the overall winner of the 2013 Austin American-Statesman Texas Social Media Awards. Whitney also is an award-winning video producer.

MICHAEL GRAEF

Creative Services Manager
San Antonio Water System

Michael Graef is manager of Creative Services at the San Antonio Water System. He has the privilege of leading a small but insanely talented team of writers, artists and coders who develop, produce and manage the utility's traditional and digital media efforts, including advertising, email marketing, websites, print publications and online engagement.

Michael's background includes stints as a Web developer, public relations writer and live-television director.

TERRI WAGGONER

Public Information Officer
City of Pflugerville

Terri Waggoner is the public information officer for the City of Pflugerville and has more than 10 years of experience in city communications. Terri's experience with media partnerships, branding and social media contributes to Pflugerville's messaging campaigns. Prior to working for the City of Pflugerville, Terri worked on sponsorship, marketing and event promotion for the City of Round Rock Parks and Recreation Department.

Terri serves as treasurer for the Texas Association of Municipal Information Officers. She obtained her bachelor's degree in mass communications from Texas State University and is in her second year of the Professional Certification Program for Public Communicators at Texas Christian University.

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AQUA
WATER SUPPLY CORPORATION
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Barton Springs
Edwards Aquifer
CONSERVATION DISTRICT

Austin
WATER
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AARO

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TEXAS WATER FOUNDATION
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