



Spring Water Conference

“Water Rates Are Going Up – Will the Public Rebel?”

Hilton Palm Springs Hotel

400 East Tahquitz Canyon Way – Palm Springs, California

February 9 – 10, 2012

CONFERENCE AGENDA

Wednesday, February 8, 2012

6:00 p.m. – 7:00 p.m. – Welcome Reception

Presidential Suite – Hilton Palm Springs Hotel

Day one- Thursday, February 9, 2012

8:00 a.m. – Registration/Continental Breakfast/Exhibits

9:00 a.m. – Opening Remarks

Steve Bucknam – Chairman, Urban Water Institute

Marion Ashley – County Supervisor, Riverside County

9:30 a.m. – The Future of Water Costs and Rates

Brian Thomas – Managing Director, PFM Consultants

Thomas, former Chief Financial Officer for the Metropolitan Water District of Southern California, tells of the inevitable increase of costs and water rates to water users.

10:15 a.m. – Break/Exhibits

10:30 a.m. – How Should Cities and Water Districts Respond? – Panel

Moderator: Celeste Cantu – General Manager, Santa Ana Watershed Project Auth.

Tom Ash– Rate and Conservation Consultant, Western Municipal Water District

Kevin Wattier – General Manager, City of Long Beach

Adam Probolsky – Chairman & CEO, Probolsky Research LLC

Bob Gumerman – General Manager, Moulton Niguel Water District

Todd Rydstrom – CFO, San Francisco Public Utilities Commission

The Panel speaks to impacts of inevitable water rate increases on cities and water agencies and what they can do to demonstrate to our ratepayers the value of water.

12:00 p.m. – Lunch

1:00 p.m. – "Water Leader of The Year" Award Presentation

Dennis Majors – Program Manager, Metropolitan Water District of Southern CA

1:30 p.m. – Featured Speaker - "The Value of Water"?

Duane Paul, PhD – Senior Consultant/Economist, Cardno ENTRIX

How can the water industry explain the "Value of Water" to help the public understand its true costs?

2:15 p.m. – Public-Private Partnerships – Are They The Way To Go?

Brian Cullen – President, PERC Water

3:00 p.m. – Break/Exhibits

3:15 p.m. – How a Private Company Communicates the Value of Water

Kevin Tilden – External Affairs, American Water

Is there a different means of communicating the "Value of Water" by private water companies?

3:45 p.m. – Privatization of Water – Is This an Option? – Panel/Open Discussion

Moderator: Ane Deister – Vice President, Cardno ENTRIX

Jim Binder – Principal, Alternative Resources, Inc.

Eric Petersen – Partner, Hawkins Delafield & Wood, LLP

Jack Hawks – Executive Director, California Water Association

Can local government shift responsibility to private water companies for water delivery?

5:00 p.m. – 6:00 p.m. – Chairman's Reception – Dinner on your own

Day Two – Friday, February 10, 2012

8:00 a.m. – Registration/Continental Breakfast/Exhibits

8:45 a.m. – Welcome

Jim Noyes – Executive Director, Urban Water Institute

9:00 a.m. – Impacts of Higher Costs on Ocean Desalinization

Opening Comments: Ron Davis – Executive Director, CalDesal

9:15 a.m. – Cost Impacts on Ocean Desalination

Robert Yamada – Water Resources Manager, San Diego County Water Authority

Brent Alspach – Senior Project Engineer, Malcolm Pirnie, Inc.

Phil Lauri – Ocean Water Desalination Program Manager, West Basin Municipal Water District

10:30 a.m. – Break/Exhibits

10:45 a.m. – Strategies for New Water Supply Development – Point-Counterpoint

Moderator: Paul Shoenberger – General Manager, Mesa Consolidated Water District

Heather Cooley – Co-Director for Water Program, Pacific Institute

Richard Nagel – General Manager, West Basin Municipal Water District

12:00 p.m. – Lunch

12:45 p.m. – The Future Is Going “Green”

Ron Nichols – General Manager, Los Angeles Department of Water & Power

Los Angeles Mayor Villaraigosa has declared LA will be “greenest big city in America.” How does the Department of Water and Power attain that goal and at what cost?

1:45 p.m. – Future Energy Costs

Charlie Wilson – Local Government Policy Manager, Southern California Edison

2:30 p.m. – The Southern California Power Blackout Impacts – Panel

Moderator: Matt Stone – General Manager, Rancho California Water District

Kelly Hubbard – Emergency Services Manager, Municipal Water District of Orange County

Jennifer Haley – Attorney, Best Best & Krieger LLP

Lorrie Teates – Management Analyst, San Diego Water Authority

Southern California’s recent power blackout was costly to the public; what was the impact on local water delivery? Do we know the real cause?

3:30 p.m. - Adjourn

Program Agenda Is Subject To Change