



Alliance
for Water
Efficiency

WATER EFFICIENCY & CONSERVATION SYMPOSIUM

PRESENTED BY **MOEN**^W
SMART WATER NETWORK

2024

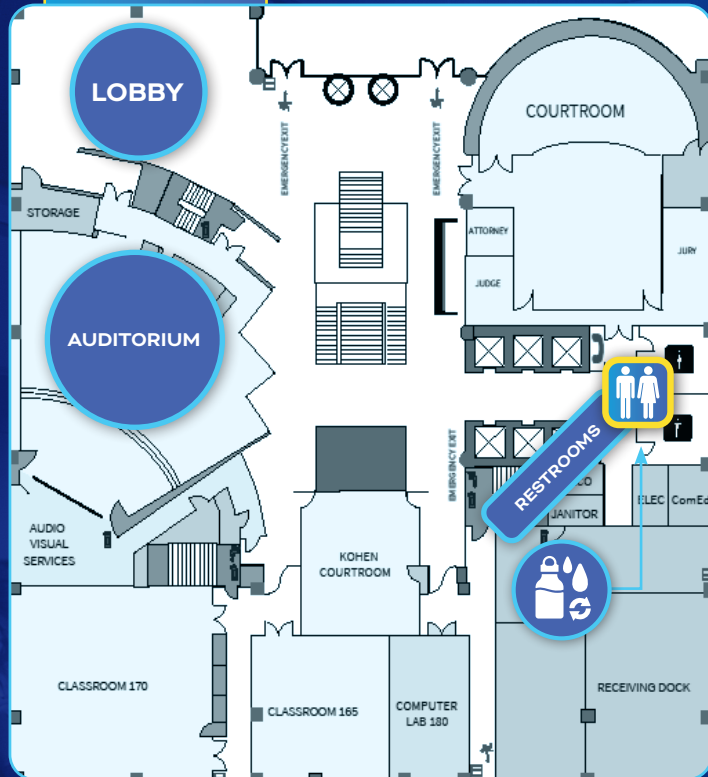
CHICAGO, IL • AUGUST 6-8

EVENT MAP

Chicago-Kent College of Law • Floors 1, 2, 5, and Concourse

▲
NORTH

FLOOR 1



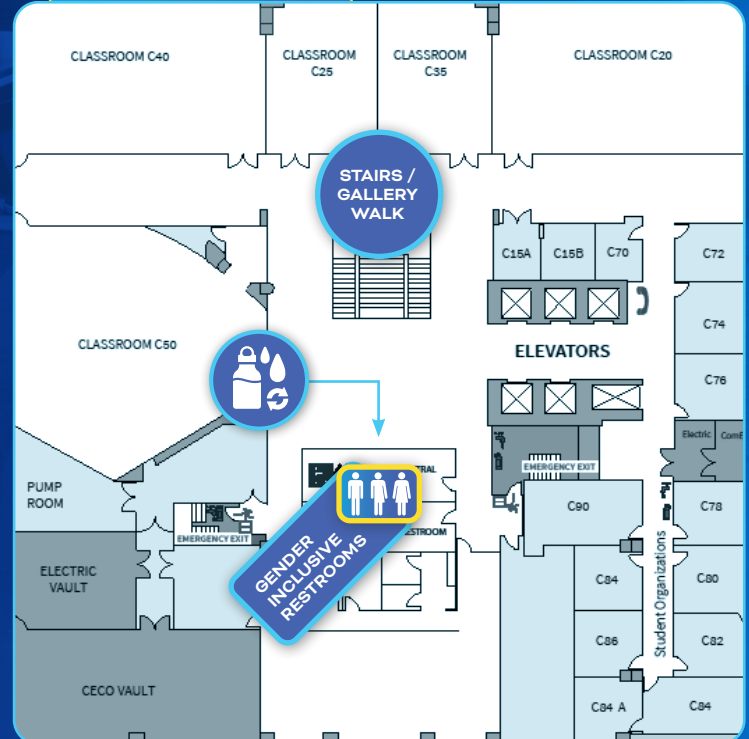
FLOOR 2



FLOOR 5



CONCOURSE



Welcome from AWE's President & CEO

On behalf of the Alliance for Water Efficiency's staff and Board of Directors, I am thrilled to welcome you to the *2nd Annual Water Efficiency and Conservation Symposium*. We are so glad you're here!

When AWE decided to host the inaugural Symposium last year, we wanted to create something distinct from traditional large-scale convention hall conferences. Instead, we wanted to provide our members and partners with an affordable event featuring interactive sessions, peer-to-peer collaboration, and meaningful networking opportunities.

The Symposium is the only event laser-focused on water efficiency topics and practitioners. Its success marks a new chapter for AWE and reflects an increasing recognition that water efficiency, conservation, and demand reduction are crucial strategies for addressing water challenges. I want to thank everyone who helped make the Symposium happen, especially the AWE staff and Board of Directors, Planning Committee members, and presenters. We hope you enjoy the Symposium!



Sincerely,

Ron Burke

PRESENTING
SPONSOR



GOLD SPONSORS



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA



SILVER SPONSORS



BRONZE SPONSORS



A LA CARTE & IN-KIND SPONSORS



Symposium Program At-a-Glance

All symposium events will take place at the *Chicago-Kent College of Law*, located at **565 W Adams Street** in Downtown Chicago, unless otherwise noted.

Tuesday, August 6

2:00–5:00 PM **Charting Your Course: Career Development for Water Leaders** • Rooms 170 and 270

2:30–5:30 PM **AWE Board of Directors Meeting** • Room 210 • *AWE Board & Staff Only*

7:00–9:00 PM **Welcome Reception** • Little Toasted • 300 South Riverside Plaza

Wednesday, August 7

8:00–9:00 AM REGISTRATION & BREAKFAST • LOBBY

9:00–10:00 AM **Symposium Kick-off & Welcome** • Auditorium

10:00–11:00 AM **Championing Equity in Water Conservation** • Auditorium

11:00–11:15 AM BREAK

11:15–12:45 PM	Track A – Room 210 Translating Opportunities into Action: The CII & Multi-Family Sectors	Track B – Room 510 Redefining the Lawn: Programs Tackling Residential Water Conservation
-----------------------	---	---

12:45–1:45 PM LUNCH
Cafeteria and Room 210

1:45–3:00 PM	Track A – Room 210 The Future is Bright: Planning for a Sustainable and Vibrant Community	Track B – Room 510 Unlocking the Benefits of Advanced Metering Infrastructure
---------------------	--	--

3:00–3:15 PM BREAK

3:15–4:00 PM	Track A – Room 210 Water Loss: Policy, Planning, and Practice	Track B – Room 510 Choose Your Own Adventure
---------------------	---	--

4:00–4:15 PM BREAK

4:15–5:00 PM **A Conversation with New AWE Board Members** • Auditorium

5:00–6:00 PM **Member-Only Benefits: Gallery Walk & Happy Hour** • Lobby & Concourse


7:00 PM RESTAURANT ROUNDUP

Thursday, August 8

8:00–9:00 AM	REGISTRATION & BREAKFAST • LOBBY	
9:00–9:30 AM	Morning Plenary • Auditorium	
9:30–9:45 AM	BREAK	
9:45–11:00 AM	Track A – Room 210 Empowering Tomorrow’s Water Stewards: Innovations in Youth Education	Track B – Room 510 Evolution of Drought Response: Bold Strategies to Amp Up the Impact
11:00–11:15 AM	BREAK	
11:15 AM–12:30 PM	Track A – Room 210 Seeing the Forest <i>and</i> the Trees of Urban Water Efficiency	Track B – Room 510 Energy-Water Nexus: Climate Change Driven Sustainability Practices
12:30–1:30 PM	LUNCH Cafeteria and Room 210	
1:30–2:45 PM	Track A – Room 210 Building a Better Residential Audit	Track B – Room 510 Corporate Water Stewardship and Collaboration for A Sustainable Future
2:45–3:00 PM	Closing Plenary • Auditorium	
3:30–6:00 PM	FIELD TRIP • CHICAGO CUBS • WRIGLEY FIELD	

Join Us on Whova

Whova is the official event app of the 2024 Water Efficiency & Conservation Symposium! Download the app using the QR code below and sign in with the email address you used to register for the Symposium. In Whova, you will find everything you need to make the most of your Symposium experience – from speaker bios and headshots to a floor map of the venue, a curated list of fun things to do in Chicago, and a platform for connecting with other attendees. Feel free to reach out to any member of the AWE team with questions.



Program Detail

All symposium events will take place at the **Chicago-Kent College of Law**, located at **565 W Adams Street** in Downtown Chicago, unless otherwise noted.

Tuesday, August 6

2:00 – 5:00 PM • ROOM 170* & 270*

Charting Your Course: Career Development for Water Leaders

*Room 170 Early Career Track

*Room 270 Seasoned Pros Track

Human resources are the backbone of any organization, driving growth, culture, and innovation through the power of people. This interactive workshop will have two tracks -- one tailored to people early in their journey in the water industry and one for managers and more seasoned pros. After the individual tracks, we will come together for a collaborative session aimed at fostering connections, sharing experiences, and identifying needs for the workforce of today and tomorrow.

Moderators: Alliance for Water Efficiency Staff

Panel for Early Career Professional Track:

- **Jason Duff**, Water Resources Planner, Massachusetts Department of Conservation and Recreation, MA
- **Valeria Galindo**, Water Conservation Specialist, Tucson Water, AZ
- **Geneva Gondak**, Supervisor of Water Conservation, East Bay Municipal Utility District, CA
- **Erica Pinto**, Sustainability Analyst Engineer, Whirlpool, MI

2:30 – 5:30 PM • ROOM 210

AWE Board of Directors Meeting

7:00 – 9:00 PM

LITTLE TOASTED, 300 S. RIVERSIDE PLAZA

Welcome Reception

Wednesday, August 7

8:00 – 8:45 AM • LOBBY

Registration & Breakfast

9:00 – 10:00 AM • AUDITORIUM

Symposium Kick-off & Welcome

Speakers:

- **Ron Burke**, President & CEO, Alliance for Water Efficiency, IL
- **Randy Conner**, Commissioner, Chicago Department of Water Management, IL
- **Nikkie Sedaghat**, Senior Account Manager for Moen Smart Water Network, CA
- **Liesel Hans**, Director of Programs, Alliance for Water Efficiency, CO

Join us in the auditorium to kick off the 2nd Annual Water Efficiency & Conservation Symposium! We will hear opening remarks from AWE's President and CEO, Ron Burke, followed by a warm greeting from the City of Chicago's Department of Water Management Commissioner Conner. We will then pass the mic for a few words from our Presenting Sponsor, Moen, before transitioning into a lively networking activity. Just as smart home devices work to streamline and improve our daily lives, this kick-off networking session will help you make the most of your Symposium experience by helping to orient you to the space, the program, and to fellow attendees.

Wednesday, August 7

10:00 – 11:00 AM • AUDITORIUM

Championing Equity in Water Conservation

Our first plenary session features a panel of organizations dedicated to advancing equity in water conservation. The panel will share their insights, strategies, and collaborative efforts and then engage in a facilitated conversation, highlighting a variety of strategies and local partnerships. Gain a burst of inspiration from both the transformative work being done to ensure equitable processes and outcomes, as well as the importance of continuous listening, learning, and growing. A commitment to learning along your journey is necessary to stay relevant, effective, and truly supportive of the communities you aim to serve. The audience will have opportunities to ask questions and engage through live polling.

Moderator: Kelly Connolly, Director of Communications & Membership, Alliance for Water Efficiency, IL

Speakers:

- **Joseph Baquerizo**, Administrative Analyst, Long Beach Utilities, CA
- **Diane Block**, Senior Conservation Specialist, Colorado Springs Utilities, CO
- **Kris Donaldson**, Clean Water Public Advocate, Michigan Department of Environment, Great Lakes, and Energy, MI
- **Valeria Galindo**, Water Conservation Specialist, Tucson Water, AZ

LIXIL This session is brought to you by Gold-Level Sponsor LIXIL.

11:00 – 11:15

Break



Continuing Education Credits

are available for attendees with AWWA CA-NV Water Use Efficiency Practitioner certifications and/or Irrigation Association certifications. Following the Symposium, AWE will provide a certificate with the hours you received.

AWWA CA-NV practitioners can earn up to 15 contact hours from Symposium sessions (excluding plenaries, and the Member Benefits Gallery Walk). *To receive credit, please complete the sign-in sheet present in each session.*

Attendees with Irrigation Association certifications can earn up to 2.8 hours by attending and signing in at the three irrigation and outdoor watering sessions, denoted in the program with the IA icon.



Wednesday, August 7

11:15 AM – 12:45 PM

Morning Sessions: Choose Track A or B

TRACK A:

Translating Opportunities into Action: The CII & Multi-Family Sectors

Room 210

Commercial, industrial, and institutional (CII) and multi-family (MF) properties have enormous potential for water savings. Join this two-part session exploring a mix of ingredients and ideas to get customers to act on their potential and invest in projects that deliver real savings. First, learn from a panel of water utilities and private sector companies about their programs, approaches, and lessons learned from working to engage multi-family and commercial properties. Then, participate in a conversation about data and benchmarking (we cannot manage what we do not measure, right?). Learn about both process and data, including insights from California's state regulations and Australia's effort to build a national benchmarking program.

Moderator: Liesel Hans, Director of Programs, Alliance for Water Efficiency, CO

Part A Panel:

- **Katie Anderson**, Founder, Save Water Co., TX
- **Gary Tilkian**, Senior Resource Specialist, Metropolitan Water District of Southern California
- **Eddie Wilcut**, Water & Energy Efficiency Services Practice Leader, Plummer Associates Inc., TX
- **Scott Winter**, Project Manager, Colorado Springs Utilities, CO

Part B Panel:

- **Emerson O'Donnell**, Program Manager, WaterNow Alliance, PA
- **Nicki Powell**, Water Resources Analyst, Maddaus Water Management, CA
- **Simon Fane**, Program Lead Water Futures, Institute for Sustainable Futures, University of Technology Sydney, AUS



This session is brought to you by Gold-Level Sponsor Metropolitan Water District of Southern California.

TRACK B:

Redefining the Lawn: Programs Tackling Residential Water Conservation

Room 510

Join this session to explore innovative approaches in residential landscape programs – realizing multiple benefits along the way. Hear insights from different types of organizations leveraging a mix of education, data, incentives, stakeholder engagement, and policy to meet water conservation goals. Participate in small group discussions to collectively explore ideas and challenges. Whether you are beginning your landscape transformation journey or enhancing existing efforts, gain diverse perspectives and strategies on program development, implementation, and evaluation.

Moderator: Tia Fleming, Executive Director - External Affairs, California Water Efficiency Partnership, CA

Speakers:

- **Jason Duff**, Water Resources Planner, Massachusetts Department of Conservation and Recreation- Office of Water Resources, MA: "Promoting Native Plants: Strategies to Save Water in a Water-Rich State."
- **Katie Butler**, Research Fellow & Melanie Stolp, Senior Program Manager, Resource Central, CO: "Making Waterwise Yards the New Norm: Lessons From 20 Years of the Flagship Garden in a Box Program."
- **Kevin Kluge**, Water Conservation Manager, Austin Water, TX: "Priorities to Transform the Landscapes of New Single-Family Homes: A Stakeholder-Informed Journey."



This session is eligible for Irrigation Association continuing education credit.

12:45 – 1:45 PM • CAFETERIA & ROOM 210

Lunch

Wednesday, August 7

1:45 – 3:00 PM

Afternoon Sessions: Choose Track A or B

TRACK A:

The Future is Bright: Planning for a Sustainable and Vibrant Community

Room 210

Thinking about the future? Smart planning, including more accurate demand forecasts and new development policies, not only preserves valuable water resources but also can reduce operational costs, enhance system resilience, and contribute to broader environmental sustainability goals. Sound planning efforts benefit both the utility and the community by ensuring reliable access to water for generations to come. Join this engaging panel session to engage on how to avoid those perennially wrong demand forecasts and explore if a water-neutral development policy could be right for your community. Bonus! Hear an update on the upcoming update to the Residential End Uses of Water Study and learn about other resources from the Water Research Foundation.

Moderator: Andrew Morris, Senior Manager of Policy & Programs, Alliance for Water Efficiency, OH

Speakers:

- **Colwyn Sunderland**, Infrastructure Planning Engineer, Kerr Wood Leidal Associates, Ltd., BC, CAN: “From Data to Decisions: The Art and Science of Water Demand Forecasting”
- **Mary Ann Dickinson**, CEO, Dickinson Associates, CA: “Water Neutral Development”
- **Rachael Belisle-Toler**, Water Resources Manager, Ipswich Utilities Department, MA: “Local Empowerment of Water Neutral Growth”
- **Sydney Samples**, Research Program Manager, The Water Research Foundation: “Looking Back and Moving Forward: WRF Demand Management Research”

TRACK B:

Unlocking the Benefits of Advanced Metering Infrastructure

Room 510

Join this session to explore the transformative capabilities of Advanced Metering Infrastructure (AMI) in revolutionizing customer engagement and water conservation programs. AMI technologies offer unprecedented opportunities to improve customer service and enhance conservation efforts. Hear from three utilities and the diverse ways they are connecting with customers, designing outreach that delivers results, and learning along the way. You will also discuss with your peers to share lessons and gain inspiration for your next step.

Moderator: Liesel Hans, Director of Programs, Alliance for Water Efficiency, CO

Speakers:

- **Drew Beckwith**, Senior Water Resources Analyst, City of Westminster, CO: “Motivating Customers to Sign Up for Your Portal”
- **Martha Wright**, Conservation AMI Initiatives, Manager, San Antonio Water System, TX: “Unconventional Conservation Engagement: Harnessing AMI Meter Data for Novel Water Savings”
- **Erin Burke**, Assistant Water Conservation Analyst, Long Beach Utilities, CA: “FYI, You’ve Got a Leak: Leak Outreach That Just Works”



This session is brought to you by Gold-Level Sponsor San Antonio Water System.

3:00 – 3:15 PM

Break

Wednesday, August 7

3:15 – 4:00 PM

Afternoon Sessions: Choose Track A or B

TRACK A:

Water Loss: Policy, Planning, and Practice

Room 210

More states have taken steps forward on water loss policy, including through state-funded training, legislation, and other regulatory approaches to requiring water loss audits, planning, and validation. In states where training and requirements have been in place longer, utilities are creating and implementing increasingly sophisticated and data-informed water loss control plans. As the demand has grown, so has the variety of approaches and technologies for water loss detection and response. Whatever stage your utility is in on water loss, come join us to learn from others about recent developments and examples in policy, planning, and practice.

Moderator: Andrew Morris, Senior Manager of Policy & Programs, Alliance for Water Efficiency, OH

Speakers:

- **Drew Blackwell**, Director of Water Efficiency, Cavanaugh & Associates, NC: “Water Loss Policy: Reflecting on the Past, Assessing the Present, and Anticipating Future Advancements”
- **Amy McNulty**, Water Efficiency Manager, Irvine Ranch Water District, CA: “Putting It All Together: From Planning to Progress and Everything in Between”
- **Kate Gasner**, Vice President, Water Loss Consulting, E Source, OR: “Pilot Prep: Making the Most of Leak Detection & Recovery Work”

TRACK B:

Choose Your Own Adventure

Room 510 & Beyond

This session offers you an option to embark on a unique networking opportunity that combines movement and meaningful conversation. Pair up to enjoy a walk around the beautiful City of Chicago or nearby riverwalk while connecting with an old colleague, new connection, or both. Walking meetings offer the opportunity to foster deeper connections and explore ideas in a relaxed, informal atmosphere – and a chance to recharge both mentally and physically.

Needing a little solo time to recharge? Attendees may also explore the city on their own or can use Room 510 as a quiet space to individually recharge before the evening’s activities.

4:00 – 4:15 PM

Break

Wednesday, August 7

4:15 – 5:00 PM • AUDITORIUM

A Conversation with AWE Board Members

To conclude the first day, we will hear from a few of the newest members of AWE's Board of Directors. We will delve into their journeys as they share their stories of how they discovered their passion for water and how they got connected to AWE. Next, these leaders will discuss the future of water efficiency and conservation. But this is not a one-way conversation. We invite you to engage in a collective debate and share your insights on the most urgent water conservation challenges. Immerse yourself in both new and familiar perspectives, gain knowledge, and help shape the course of our mission to create a sustainable water future.

Moderator: Karen Guz, AWE Board Chair, Vice President of Water Conservation, San Antonio Water System, TX

Panel:

- **Troy Benavidez**, Leader, Government Relations and Policy, LIXIL, NJ
- **Doug Bennett**, Conservation Manager, Washington County Water Conservancy District, UT
- **Christine Chavez**, Water Conservation Manager, City of Santa Fe Water, NM
- **Krista Guerrero**, Resource Specialist, Water Efficiency Team, Metropolitan Water District of Southern California, CA
- **Rick Maloy**, Strategic Initiatives Manager, Central Utah Water Conservancy District, UT

5:00 – 6:00 PM • LOBBY AND CONCOURSE

Member-Only Benefits Gallery Walk & Happy Hour

Are you interested in making the most of your AWE membership? Join us for a happy hour gallery walk, where you can rotate among poster stations to learn more about our member-only benefit programs. You will have a chance to engage with our program partners, hear how fellow AWE members are utilizing member-only benefits, and discuss with peers in a fun social setting.

- AWWA & City of Bend, OR
- Flume & City of Goodyear, AZ
- Home Water Works Calculator & City of Tucson, AZ
- Rachio & City of Aurora, CO
- Smart Approved WaterMark
- WaterView & Western Water, CA
- Yoppify & Washington County Water Conservancy District, UT

Running concurrently with the Gallery Walk is a Sponsor Showcase downstairs on the Concourse level. After perusing the exclusive benefits available to AWE members, we invite you to head downstairs to connect with sponsors.

7:00 PM

Restaurant Roundup

Gather with a small group of Symposium attendees for a meal out on the town!

Enjoy some of the world-famous cuisine that Chicago has to offer while getting to know new friends and connecting with colleagues from across the AWE network.



Check Whova or scan the QR code for details about where and when various groups will be meeting before heading out to dinner.

AWE advances
actionable knowledge
through research and
collaboration.

Join us by:

PARTICIPATING IN A COMMITTEE

ADVISING ON RESEARCH AND POLICY

CONTRIBUTING FUNDING OR DATA TO
SUPPORT RESEARCH INITIATIVES

TESTING INNOVATIVE IDEAS OR
TECHNOLOGIES

SHARING EXPERTISE THROUGH
WEBINARS AND ROUNDTABLES

Connect with AWE staff
to show you can further
engage with our work.



Thursday, August 8

8:00 – 9:00 AM • LOBBY

Registration & Breakfast

9:00 – 9:30 AM • AUDITORIUM

Morning Plenary

Join us bright and early the final morning of the Symposium for a time of recognizing and celebrating a few of the individuals and organizations that are leading the way in advancing water efficiency and conservation across industries throughout the United States and Canada. This session is sure to leave you inspired!

9:30 – 9:45 AM

Break

Thursday, August 8

9:45 – 11:00 AM

Early Morning Sessions: Choose Track A or B

TRACK A:

Empowering Tomorrow's Water Stewards: Innovations in Youth Education

Room 210

The path to a sustainable water future begins in our classrooms. Educating students about your community's water resources and challenges not only helps foster a culture of water conservation, but it also inspires the next generation of water leaders. Join this high-energy session to hear from four organizations on how they are implementing and evaluating youth education programs for water conservation- spanning from kindergarten to high school. By harnessing the passion and potential of young people to drive positive change, we can activate our smallest community members as the biggest champions of water sustainability.

You will not want to miss the opportunity to make this session your classroom!

Moderator: Amanda Christophe, Project Coordinator, Alliance for Water Efficiency, IL

Speakers:

- **Ginny Svec**, Water Resource Specialist, City of Phoenix, AZ: "Shortage Scholars: Creating Water-Aware Citizens Through High School Conservation Curricula"
- **Amy Talbot**, Water Efficiency Program Manager, Regional Water Authority, CA: "Drip Drop, Hip Hop: Crafting a Compelling Water Conservation Education Program for Children"
- **Adam Niederpruem**, Owner & Creative Director, Happy Camper Productions, TX: "Proving Your Ed Program Works, While Staying Sane"

TRACK B:

Evolution of Drought Response: Bold Strategies to Amp Up the Impact

Room 510

No community is immune to the risk of a water shortage, and climate change is driving longer and more intense drought periods. Just like any water shortage response, this session is all hands-on deck! This session kicks off with inspiration from three very different communities – spanning unique environmental and political climates. Then we will collectively discuss and debate how to plan for and respond to water shortages and droughts. Topics will include everything from how to decide if you are in a drought to striking the right balance between education and enforcement, which water uses and users to target, policy and politics, and more. Do not miss this opportunity to gain insights and actionable strategies for addressing water scarcity in your community.

Moderator: Liesel Hans, Director of Programs, Alliance for Water Efficiency

Speakers:

- **Liana D'Andrea**, Environmental Programs Supervisor, City of Guelph & Matthew Alexander, Team Lead Manager, AECOM, Ontario, CAN: "Adapting to a Changing Climate: Guelph's Drought Response Operational Plan"
- **Karen Guz**, Vice President, Conservation, San Antonio Water System, TX: "Need Compliance During Drought? Think Beyond Municipal Citations"
- **Joe McDermott**, Director of Engineering and External Affairs, Las Virgenes Municipal Water District, CA: "How Do You Get Rambo to Save Water?"



This session is eligible for Irrigation Association continuing education credit.



This session is brought to you by Presenting-Level Sponsor Moen.

Thursday, August 8

11:00-11:15 AM

Break

11:15-12:30 PM

Mid-Morning Sessions: Choose Track A or B

TRACK A:

Seeing the Forest and the Trees of Urban Water Efficiency

Room 210

Ready to zoom out? Join this session to hear different takes on the “big picture” of water conservation and efficiency. This wide-angle session highlights the multiple benefits of water efficiency, a fresh perspective on conservation planning from Australia, a new assessment of the potential for urban efficiency in the US, and an update to a comprehensive set of best practices in Colorado. Attendees will get a wide range of resources to help elevate and amplify urban water efficiency as a solution to effectively manage water demands, save energy, reduce costs, and defer infrastructure projects.

Moderator: Andrew Morris, Senior Manager of Policy & Programs, Alliance for Water Efficiency, OH

Speakers:

- **JC Davis**, Director, Customer Care & Field Services, Las Vegas Valley Water District, NV: “The Hidden Benefits of Demand Management”
- **Bruk Berhanu**, Senior Researcher, Pacific Institute, OR: “Untapped Potential: A National Assessment of the Potential for Urban Water Efficiency”
- **Simon Fane**, Program Lead Water Futures, Institute for Sustainable Futures - University of Technology Sydney, AUS: “A Framework from Australia for Planning, Implementing and Reviewing Best Practice Water Efficiency Programs”
- **Peter Mayer**, Principal, WaterDM, CO: “What Works Well? Updating Best Practices for Urban Efficiency”

TRACK B:

Energy-Water Nexus: Climate Change Driven Sustainability Practices

Room 510

Water and energy are deeply interconnected: energy is required to extract, treat, and distribute water, and water is necessary for energy production. Further, both water and energy resources are finite and face increasing demand. The water-energy nexus emphasizes the need for integrated management approaches to promote sustainability, resilience, and equitable access to water and energy resources for present and future generations. Discover how utilities can play a pivotal role in mitigating climate change by implementing solutions that recognize the water-energy nexus, minimize carbon emissions, and improve resiliency and sustainability.

Moderator: Paula Paciorek, Sustainability Program Manager, Los Alamos National Laboratory, NM

Speakers:

- **Bibian Rajakumar**, Energy Manager, Saskatoon Water, Saskatchewan, CAN: “Utility Energy Management Project”
- **Margaret Hunter**, Engineering Manager, New Jersey American Water, NJ: “The Sustainable Utility”
- **Steve Cavanaugh**, President & CEO, Cavanaugh and Associates, NC: “Leakage Emissions Initiative: Establishing a Standard Carbon Balance for Drinking Water Utilities”

KOHLER® *This session is brought to you by Gold-Level Sponsor Kohler.*

Thursday, August 8

12:30-1:30 PM • CAFETERIA & ROOM 210

Lunch

1:30 – 2:45 PM

Afternoon Sessions: Choose Track A or B

TRACK A:

Building a Better Residential Audit

Room 210

Residential audits (check-ups, assessment, evaluations) have been long-standing educational services to help identify water-wasting appliances, fixtures, and practices – both indoors and outdoors. This interactive session will kick-off with presentations from two water utilities about their audit programs. Then group up with peers to discuss the challenges and opportunities and bring these foundational programs into the future. Key components needed to “build the best audit” include marketing, targeting inefficient customers, leveraging data, employing technology and tools, strategies for staffing, and best practices for customer follow up.

Moderator: Liesel Hans, Director of Programs, Alliance for Water Efficiency, CO

Speakers:

- **Toby Bickmore**, Conservation Services Administrator, Southern Nevada Water Authority, NV: “What is Happening at My Property?”
- **Blake Alldredge**, Water Education Coordinator, Upper Trinity Regional Water District, TX: “Residential Irrigation System Evaluations: A Tool for Knowledge Change and Potential Water Savings”



This session is eligible for Irrigation Association continuing education credit.

TRACK B:

Corporate Water Stewardship and Collaboration for A Sustainable Future

Room 510

Corporate water stewardship involves managing water resources sustainably within operations, supply chains, and communities. It addresses water-related risks and contributes to Environmental, Social and Governance (ESG) performance. Further, efficient water management can reduce operational risks, lower costs, and improve reputation. Join this session to first learn about the CEO Water Mandate, a partnership between the Pacific Institute and the UN Global Compact network. Then, engage in peer-learning to discuss setting water reduction goals, implementing water efficiency strategies, and exploring public-private partnerships. Together, we can set a vision for reducing corporate water footprints and supporting water-stressed communities.

Moderator: Ron Burke, President & CEO, Alliance for Water Efficiency, IL

Speaker:

- **Leonardo Rodriguez**, Engagement Specialist, Pacific Institute, IL

2:45 – 3:00 PM • AUDITORIUM

Closing Plenary

3:30 – 6:00 PM • WRIGLEY FIELD

Chicago Cubs Field Trip

Join us for a behind-the-scenes tour of Wrigley Field and learn how the Chicago Cubs are prioritizing sustainability at one of the nation's most iconic ballparks. **Space is limited, and advanced registration is required.**



SCAN TO VIEW
THIS AGENDA IN
THE WHOVA APP



The Alliance for Water Efficiency (AWE) is a nonprofit dedicated to the efficient and sustainable use of water across North America. Based in Chicago, AWE advocates for water-efficient products and programs, and provides information and assistance on water conservation efforts. AWE works with more than 500-member organizations, providing benefit to water utilities, business and industry, government agencies, environmental and energy advocates, universities, and consumers.

Chicago, IL | (773) 360-5100 | www.a4we.org | contact@a4we.org