

# URBAN WATER INSTITUTE NEWSLETTER



Term: Winter | Issue 30 | Date: January, 2023

## 2023 Urban Water Institute Water Conference

The Urban Water Institute is presenting their Spring Water Conference "*...And The Beat Goes On...Time To Change The Beat*" in Palm Springs, California, February 22-24, 2023.

**Will You Stay At The Palm Springs Hilton?** Please contact the hotel directly to reserve your room, we have a special conference rate of \$179 per night plus tax. To make your room reservations, call 760.318.8536 and reference Urban Water Institute. Please note the cut-off date for the group rate is January 22, 2023.

**Conference Registration Fees** Registration fees include handouts, breakfasts, luncheon, breaks and receptions. Note: Self parking for hotel guests is \$18 per day.

\$595 Urban Water Member Registration Fee for Conference

\$695 Non-Member Registration Fee for Conference February 22-24-2023.

For more information, please visit: [www.urbanwater.com/conferences](http://www.urbanwater.com/conferences).

We look forward to seeing you there!

**YOU'RE  
INVITED!**





# Urban Water Institute's Spring Conference • February 22-24, 2023 Palm Springs Hilton • Palm Springs • California

## The Beat Goes on . . . Time to Change the Beat

### Wednesday, February 22, 2023: Resources-Physical, Fiscal, Verbal

#### **12:00 p.m. - Registration & Networking (Horizon Ballroom Foyer)**

#### **1:00 p.m. - Opening Remarks & Introduction** ■ Andree Lee, Chairwoman, UWI

#### **1:10 p.m. - Welcome to Palm Springs** ■ Mayor Grace Elena Garner, City of Palm Springs

#### **1:25 p.m. - Opening Keynote: Alex Tardy, Warning Coordination and Senior Meteorologist NOAA.**

*Sets the stage for the 'elephant in the room' - is there enough water to go around?*

- Introduction by Greg Quist, Director, Rincon del Diablo Municipal Water District

#### **1:55 p.m. - Response: Is the Drum Beating? *Is there any water left? How bad is it? When supplies are limited - who gets what; who is left behind?***

- Craig Miller, Solve the Water Crisis
- Deven Upadhyay, AGM MWD
- John Ruetten, President, Resource Trends
- **Response: Who gets the beatdown?**
- Jason Phillips, CEO, Friant Water Authority
- Dave Pedersen, General Manager, LVMWD
- Dr. Mark Gold, CA Natural Resources Agency, CA Coastal Commission, UCLA
- Moderator: Andree Lee, Chairwoman, UWI

#### **3:30 p.m. - Networking Break - Sponsored by Las Virgenes Municipal Water District (Horizon Ballroom Foyer)**

#### **3:45 p.m. Who is Beating the Drum; Who is Listening?**

*The water industry has been beating the drum to sound a warning of a systemic water supply shortage. Can anyone hear the warning outside the water industry. What is it going to take to convince the business community to advocate for and invest in the infrastructure necessary for this State's economic future?*

- Adrian Covert, Sr. Pub Pol., Bay Area Council
- Randall Lewis, Lewis Management Corp.
- Glenn Farrel, State Perspective
- Darcy Burke, President, EVWD
- Randy Fiorini, Managing Partner, Fiorini Ranch
- Larry Dick, MWD Member of the Board
- Moderator: Craig Miller, General Manager, WMWD

#### **5:30 p.m. - Welcome Reception - Sponsored By Upper San Gabriel Valley Municipal Water District (Poolside)**

### Thursday, February 23, 2023: Relationships

#### **7:45 a.m. Registration, Networking & Continental Breakfast—Sponsored By Santa Clarita Valley Water Agency (Horizon Ballroom Foyer)**

#### **8:45 a.m. - Intro and Summary from Day 1 Dave Pedersen, General Manager, Las Virgenes Municipal Water District**

#### **9:00 a.m. - Who's on Beat, Who's Off Beat, Who's Not Part of the Beat?**

*Featuring the need for and current state of the relationship between city and county decision makers and water agency decision makers.*

- Mayor Deborah Robertson, City of Rialto
- Mayor Patricia Lock Dawson, City of Riverside
- Karen Spiegel, Riverside County Supervisor
- Co-Moderators: Lisa Ohlund, Principal, Ohlund Management & Technical Services & Steve Bucknam, President, Bucknam & Associates

#### **10:30 a.m. - Bridging the Current Beat - Segue to New Beat.**

*Considering the current beat in DC and how it may change the beat of the future and facing the reality of the apparent beat to remove California farmlands from production—what is the national security risk?*

- Eric Sapirstein, President, ENS Resources
- Randy Fiorini, Managing Partner, Fiorini Ranch
- Geoff Vanden Heuvel, Director of Regulatory and Economic Affairs at Milk Producers Council
- Moderator: Jason Phillips, CEO, Friant Water Authority

#### **12:00 p.m. Lunch - Sponsored By SitologIQ (Plaza Ballroom)**



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## Switching Gears: Changing the Beat

### 1:15 p.m. Changing the Beat - Innovations Underway Today and New Ways to Meet the Water Deficit Challenge.

*Climate change has made water supplies unpredictable. How do we take ownership of our water supply future? Hear how local agencies are developing new, drought resilient supplies through innovation and collaboration.*

- Rick Shintaku, General Manager, South Coast Water District
- Keith Lilley, Deputy Director over Water Resources, LA County Public Works
- Tom Francis, Water Resource Manager, BAWSCA
- Jennifer West, Managing Director, WateReuse
- Moderator: Shivaji Deshmukh, General Manager, Inland Empire Utilities Agency

### 2:30 p.m. - Update From MWD Board Chair

*Adan Ortega, Chair of the Board at MWD will share the latest information—what's on deck, what may be changing.*

### 3:15 p.m. - Communication That Changes the Beat

*This panel will investigate how to reach a broader audience to educate and engage, listen and learn from others and will share examples of successful communication techniques, approaches and media.*

- Jennifer Persike, President/Founder, Jennifer Persike & Company
- Sarah Macdonald, Assistant General Manager, WMWD
- Ross Branch, Public Affairs Mgr., Placer County Water Agency
- Moderator: Fernando Paludi, General Manager, Trabuco Canyon Water District

### 4:15 p.m. - Water Bingo (Rich Nagel, Jacobs)

### 5:30 p.m. - Networking, Chairwoman's Reception Sponsored by DUDEK (Plaza Ballroom)

## Friday, February 24, 2023: Implementing Responsibilities/Priorities to Change the Beat

### 7:45 a.m. - Registration, Networking & Buffet Breakfast- Sponsored by Inland Empire Utilities Agency (Horizon Ballroom Foyer)

### 8:45 a.m. - Recap From Day Before, Introduce Final Day, Ray Tremblay, Los Angeles County Sanitation District

### 9:00 a.m. - General Managers Panel

*General Managers from northern California and southern California discuss how they set priorities around what needs to be changed, and how to do it.*

- Paul Helliker, General Manager, San Juan Water District
- Greg Thomas, General Manager, EVMWD
- Robb Grantham, General Manager, Rancho California Water District
- Matt Stone, General Manager, SCV Water
- Moderator: Ane Deister, UWI

### 10:00 a.m. - Public Policy Implications of Federal Regulations - Are Things Changing Enough?

*Steve Bucknam will facilitate a conversation between the State Water Resources Control Board and the audience about the status of regulations for PFAS.*

- Daniel Newton, Assistant Deputy Director, SWRCB
- Moderator: Steve Bucknam, President, Bucknam & Associates



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### 10:45 am - Lightning Water Solutions

*Join us for an invigorating and undoubtedly interesting discussion of brainstorming ideas to address today's challenging water problems: water resources, water quality, water economics, water politics, climate change, wildfires, and energy. And maybe more! Our Thought Leader panel will hear from you - and others - ideas you may have to solve or start to solve some of these massive concerns, and in an open forum, bounce ideas back and forth. Bring your sane and not-so sane ideas - no judging, we're in a safe space - and let's see if our collective wisdom can enlighten our day and close our conference with innovative ideas for the water industry as a whole.*

- Peer Swan, Board of Directors, IRWD
- David Drake, Board of Directors, Rincon del Diablo Municipal Water District
- Lisa Ohlund, President, Ohlund Mgmt & Tech Services
- Moderator: Greg Quist, Director, Rincon del Diablo Municipal Water District

11:45 a.m. Wrap up and **Chairwoman's Raffle**,  
Andree Lee, Chairwoman, UWI

**Conference Adjourns**

**Thank You For Joining Us!**

### A SPECIAL THANK YOU TO OUR PATRON & SUSTAINING MEMBERS

**Patron:** *Lola 24 • Mesa Water District • Metropolitan Water District of Southern California • Santa Clara Valley Water District*

**Sustaining:** *BAWSCA • Brown & Caldwell • Carollo Engineers • Eastern Municipal Water District • GEOSCIENCE Support Services, Inc. • Hazen & Sawyer • Helix Water District • Imperial Irrigation District • Inland Empire Utilities Agency • Lewis Operating • Los Angeles County Department of Public Works • Los Angeles Department of Water & Power • Meyers Nave • Riverside County • Santa Clarita Valley Water Agency • Southern Nevada Water Authority • Sweetwater Authority • Trabuco Canyon Water District • Wells Fargo Public Finance*



## URBAN WATER INSTITUTE'S SPRING WATER CONFERENCE February 22-24, 2023 | REGISTRATION FORM

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_  
ORGANIZATION: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_  
PHONE WORK: \_\_\_\_\_ MOBILE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

### CONFERENCE REGISTRATION FEES

Registration fees include handouts,  
breakfasts, luncheon, breaks and receptions.

Note: Self-parking for hotel guests is \$18 a day

- \_\_\_\_\_ \$595 Urban Water Member Registration Fee for Conference February 22-24, 2023  
*(Must be a member of the Urban Water Institute with 2022 dues paid in full, for more information on memberships please contact the Urban Water Institute at (949) 679-9676 or stacy@urbanwater.com)*
- \_\_\_\_\_ \$695 Non-Member Registration Fee for Conference February 22-24, 2023
- \_\_\_\_\_ \$100 Spouse Registration - Includes breakfasts, luncheon, breaks and receptions.  
Spouse Name for Nametag:

### REGISTRATION INFORMATION

#### LOCATION

The 2023 Spring Water Conference will be conducted Palm Springs Hilton Hotel located at:  
**400 E Tahquitz Canyon Way, Palm Springs, CA 92262**

#### WILL YOU STAY AT PALM SPRINGS HILTON?

Please contact the hotel directly to reserve your room, we have a special conference rate of **\$179 per night plus tax**. To make your room reservations, call the Palm Springs Hilton directly at **1-(760) 318-8536** and reference **Urban Water Institute**. Please note the cut-off date for the group rate is **January 22, 2023**. Reservations can also be made online at [www.hilton.com](http://www.hilton.com).

#### CONFERENCE REGISTRATION *(All Registrations Should Be Made In Advance)*

To pay by credit card visit our website [www.urbanwater.com](http://www.urbanwater.com). You can register online and pay with a Visa, MasterCard or American Express. To pay by check, please complete the Registration Form and send it along with a check made payable to:

**Urban Water Institute: 24651 Evereve Circle, Suite 1, Lake Forest, CA 92630.**

After **February 17, 2023**, registrations will be accepted at the door on a space available basis, with an additional \$25 administrative charge.

#### CANCELLATION POLICY

Cancellations must be received in writing by **February 17, 2023**. Faxes are accepted at **(949) 305-9919**. Registration fee will be refunded, less a \$50 administrative charge if received by **February 17, 2023**. Substitutes are accepted. **No refunds after February 17, 2023**. The Institute reserves the right to substitute announced speakers and assumes no responsibility for personal expenses.

#### SPONSORSHIP INFORMATION

Information on sponsoring may be obtained by calling (949) 679-9676 or can be found on the Urban Water Institute Website [www.urbanwater.com](http://www.urbanwater.com).

#### **MAIL CONFERENCE REGISTRATION CHECKS PAYABLE TO:**

**Urban Water Institute: 24651 Evereve Circle, Suite 1 • Lake Forest, CA 92630**

**Tax ID # 33-0578523**

**For More Information Contact the Urban Water Institute  
at (949) 679-9676 or [stacy@urbanwater.com](mailto:stacy@urbanwater.com)**

## Thank You To Our Spring Conference Sponsors



## Become A Member Of Urban Water Institute

# YOUR MEMBERSHIP MATTERS

The Urban Water Institute, Inc., was incorporated as a nonprofit public education organization in the State of California in 1993.

The Urban Water Institute, Inc.'s mission is to provide non-partisan information of timely and pertinent interest to the water resource industry, including public agencies and private firms, with particular emphasis on water economics, management and resource policies as they affect consumers and the general economy.

To become a member, please visit - [www.urbanwater.com/membership](http://www.urbanwater.com/membership).

## Additional Sponsorships Available

If you would like to become a sponsor at this conference, please email us at [admin@urbanwater.com](mailto:admin@urbanwater.com) or call us at 949.679.9676.

All sponsorship opportunities include:

- Company logo will be included in conference program agenda
- Company logo will be on our conference landing page
- Company logo will be displayed on Urban Water Institute registration page
- Company logo will appear on the Urban Water Institute website

**Become A Sponsor!**



# SAVE THE DATE!

## Urban Water Institute's 30th Annual Water Conference

### August 23-25, 2023

Hyatt Regency Mission Bay

1441 Quivira Rd

San Diego, CA 92109

For more information please contact Urban Water  
Institute at (949) 679-9676 or [stacy@urbanwater.com](mailto:stacy@urbanwater.com)



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**Director of Administration**

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