



3rd Annual Water Conservation Workshop

Police Protective Association Event Center  
 2105 Decatur Street, Denver 80211  
 (303) 433-8247

Register at [www.coloradowaterwise.org](http://www.coloradowaterwise.org)  
 Members: \$100.00  
 Non-members: \$150.00

# Making Dollars and Sense of Water Conservation

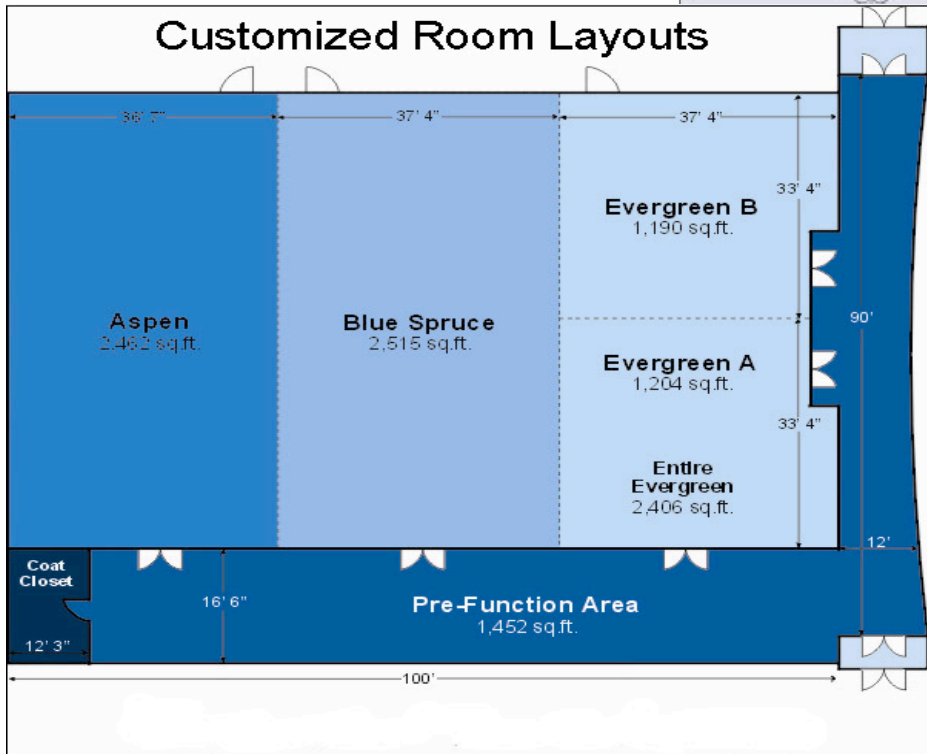
Friday, October 14, 2011 - 8:15 am to 4:15 pm

8:15 am - 9:00 am	<b>Registration &amp; Continental Breakfast</b>		
9:00 am - 9:10 am	<b>Welcome &amp; Opening Remarks</b> Esther Vincent, Colorado WaterWise Co-Chair		
9:10 am - 9:50 am	<b>An Elephant in the Room</b> Susan Kirkpatrick, Former Director of Colorado Department of Local Affairs		
9:50 am - 10:00 am	<b>Colorado WaterWise Annual Conservation Award</b> Laurie D'Audney, Colorado Water Co-Chair		
10:00 am - 10:10 am	<b>Break</b>		
10:10 am - 10:40 am	<b>Water 2012</b> Frank Kinder, Colorado Springs Utilities		
10:40 am - 11:20 am	<b>CWCB Conservation Updates</b> Veva Deheza, Colorado Water Conservation Board		
11:20 am - 12:00 pm	<b>The Business Case for Climate Capitalism</b> Hunter Lovins, President and Founder, Natural Capitalism Solutions		
12:00 pm - 1:00 pm	<b>Lunch &amp; Networking</b> <i>(Lunch Provided)</i>		
1:00 pm - 1:40 pm	<b>ECONOMICS OF WATER</b> (Aspen & Blue Spruce Room)	<b>Water Conservation &amp; Water Rates</b> Kees Corssmit, Red Oaks Consulting	<b>MAKING SENSE OF WATER</b> (Evergreen A Room)
1:40 pm - 2:20 pm		<b>Water Conservation: Analyzing Costs &amp; Benefits</b> Peter Mayer, Aquacraft Inc.	
2:20 pm - 2:40 pm		<b>Break</b>	
2:40 pm - 3:20 pm		<b>Linking Tap Fees and Water Budgets</b> Bill DeOreo, Aquacraft Inc. <b>Using System Development Fess to Promote Equity and Conservation</b> Stu Feinglas, City of Westminster	
3:20 pm - 4:00 pm	<b>The State of the Colorado River</b> Jonathan Waterman, National Geographic		
4:00 pm - 4:15 pm	<b>Door Prizes &amp; Closing Remarks</b> Laurie D'Audney		

Exhibits Open

# Map of PPA Event Center & Floor Plan

I-25 to 23rd Ave. Exit #211  
 West to Clay Street  
 South on Clay Street to 21st Ave.  
 West on 21st Ave. To Decatur St.  
 PPA Event Center is on the corner  
 of 21st Ave. And Decatur Street



- PPA Event Center
- 23rd Avenue Exit
- Invesco Field at Mile High
- Aquarium Restaurant
- Six Flags Elitch Gardens
- Pepsi Center
- Downtown Denver