

Friday, October 25, 2013 - 8:15 am to 4:30 pm

8:15 am - 9:00 am	<b>Exhibits Open</b>	<b>REGISTRATION &amp; CONTINENTAL BREAKFAST</b>		
9:00 am - 9:05 am		<b>Welcome &amp; Opening Remarks</b> Frank Kinder, Colorado WaterWise Co-Chair		
9:05 am - 9:35 am		<b>Colorado Water Conservation Board Update</b> Becky Mitchell, Colorado Water Conservation Board		
9:35 am - 10:15 am		<b>Southeastern Colorado Water Conservancy District's Water Conservation Best Management Practices Toolbox</b> Jean Van Pelt, Southeastern Colorado Water Conservancy District; Tracy Bouvette, Great Western Institute		
10:15 am - 10:45 am		<b>Institutional, Commercial &amp; Industrial Sectors: Tools to Make a Difference</b> Becky Fedak, Brendle Group; Russ Sands, City of Boulder; Peter Mayer, Water Demand Management, and Alicia Marrs, EPA WaterSense		
10:45 am - 11:00 am		<b>MORNING BREAK</b>		
11:00 am - 11:30 am		<b>"SMART" Landscape Water Management</b> Brent Mecham, Irrigation Association		
11:30 am - 12:00 pm		<b>Long Term Study on Landscape Irrigation Using Graywater</b> Sybil Sharvelle, Colorado State University		
12:00 pm - 1:15 pm		<b>LUNCH (provided)</b> <b>Presentation of Colorado WaterWise Conservation Award</b>		
1:15 pm - 1:45 pm		<b>MARKETING CONSERVATION</b>	<b>Social Media: Get the Most from Your Conservation Efforts</b> Natalie Stevens, City of Greeley; Travis Thompson, Denver Water; Patrice Lehermeier, Colorado Springs Utilities; Joanna Nasar, Western Resource Advocates	<b>OUTDOOR WATER CONSERVATION</b>
1:45 pm - 2:15 pm			<b>Digital Marketing: Connecting with Your Customers to Get Results</b> Matthew Holmes, KMGH TV and Scripps Media	
2:15 pm - 2:30 pm		<b>AFTERNOON BREAK</b>		
2:30 pm - 3:00 pm		<b>Conservation Limits Rate Increases for Colorado Utility ~ How Demand Reductions Can Dramatically Reduce Capital Costs</b> Peter Mayer, Water Demand Management; Stu Feinglas and Christine Gray, City of Westminster		
3:00 pm - 3:45 pm		<b>Revenue Recovery and Conservation: The Art and Science of Sustainable Water Rates</b> Tom Ash, Western Municipal Water District		
3:45 pm - 4:15 pm		<b>Colorado's Water Plan</b> Mike King, Colorado Department of Natural Resources		
4:15 pm - 4:30 pm		<b>DOOR PRIZES &amp; CLOSING REMARKS</b> Frank Kinder, Colorado WaterWise		