the biggest splash in the world of water efficiency

WaterSmart Innovations Conference and Exposition
October 2 – 4, 2013, Las Vegas, Nevada
www.WaterSmartInnovations.com
WaterSense® Partners
Drive Savings Home

The U.S. Environmental Protection Agency thanks our valued WaterSense partners for their outstanding efforts to help Americans save 487 billion gallons of water and $8.9 billion in water and energy bills since the program’s inception in 2006.

To learn more, visit us at Booth 113!

EPA WaterSense
www.epa.gov/watersense
Find us on Facebook
www.facebook.com/epawatersense

Take a victory lap with our hard-driving
2013 WaterSense Award Winners
at the
WaterSense & Alliance for Water Efficiency Awards Luncheon.

Thursday, October 3
12:00 p.m. – 1:45 p.m.
Grand Ballroom B
Open to all full conference registration attendees and speakers
Event includes lunch, welcome from EPA, and award presentations.

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On behalf of the entire Southern Nevada community, I would like to welcome you to Las Vegas and the sixth annual WaterSmart Innovations (WSI) Conference and Exposition.

This week at WSI, you and other professionals working in a wide range of disciplines, will share water-efficiency experiences and ideas with an eye toward taking what you learn here back home to improve your community’s water sustainability future.

Critical to the success of this conference, and to the subsequent implementation of policies and programs in cities large and small, is the creativity you bring to the table. Whether you work in the private sector or represent a public agency or organization, finding creative solutions to your community’s water-efficiency challenges is crucial to achieving your long-range sustainability goals.

As increasing demand exerts added pressure on our limited water resources, private organizations and public agencies find themselves working together more than ever to find creative solutions to an ever-expanding world of water-supply challenges. This conference is an example of how cross-sector cooperation can help unlock the creativity within us all.

As general manager of the Southern Nevada Water Authority, I know firsthand how crucial it is to keep an open mind when working with a broad spectrum of stakeholders to create a sustainable water future for my community. No one person or organization holds a monopoly on good ideas; it is only through partnership and teamwork that creativity can be nurtured and allowed to flourish, and subsequently provide a foundation on which we all can build a stronger platform for a more secure water future.

Throughout the Colorado River Basin – which continues to confront the effects of persistent drought – agencies such as the SNWA collaborate with local and state governments in seven Basin states, as well as the federal government and myriad private-sector organizations, to stay abreast of the latest developments in the drought and to develop creative and mutually beneficial strategies to benefit future generations. This willingness to take off parochial blinders and do what is best for the greater good is working with great efficacy for the entire region.

Creativity, collaboration and open minds are keys to our future successes as water professionals. It is my hope that your participation in WaterSmart Innovations, and your curiosity and experiences, will help you and your organizations achieve your water-efficiency goals.

We thank you for being part of this important event.

Pat Mulroy
General Manager
Southern Nevada Water Authority
This is serious business.

Oh sure, you’ll have some fun while you’re here at the WaterSmart Innovations Conference and Exposition, but always keep in mind that the information you give and receive is going to help guide the future of communities.

For those of you with a few gray hairs, you probably recall “the era of balloons and bumper stickers.” In those days, many organizations considered conservation a public relations function rather than a technical profession. I personally donned a fish costume in my first water conservation job to become a mascot with a Master’s.

Those days are gone. I do admit, though, patting 4-year-olds on the head with my gigantic, blue pectoral fin was among my most memorable work (and, man, was I good at it).

That’s not to say outreach isn’t still an important part of what we do – it is. Today, however, outreach is just a slice of our work, as our profession has evolved to play a strategic role in urban water resource management. Who would have thought Freddie the Fish would be conducting urban vegetation analysis from high-resolution, multispectral aerial images? Or that the woman in the “Tighten the Tap” T-shirt at your county fair might later testify before Congress as a water management expert?

Today’s conservation professional has to understand a broad array of issues: water law, finance, human behavior, hydraulics, horticulture, building codes, marketing, climate change … the list goes on.

This year, WSI features more than 100 technical presentations to help you sharpen the saw. Whether it’s edgy marketing campaigns or cutting-edge research, we’ll help you build your ever-expanding skill set. But WSI is about more than just peppering you with knowledge in 25-minute bursts; it’s a community of people who share your passion. Some of you will discover as much in the hallways as you will in the meeting rooms. And if you miss something, don’t worry, every presentation is shared freely on our website within hours after it’s delivered.

Lastly, don’t forget to get out of your chair and take a two-minute walk to our expo hall, featuring the most complete collection of exhibitors at any urban water efficiency event. Here, you’ll find the best services and technologies for transforming urban water demand, along with more people who really know their stuff.

Who knows, you might even find a new supplier for those bumper stickers.

Sincerely,

Doug Bennett
Program Chair

—Nancy Stoner, Acting Assistant Administrator for Water, U.S. EPA
Comfortable, sensible footwear is a must. Sunscreen and water will be provided. And don’t forget your camera – you never know what surprises nature will offer up!

The Las Vegas Wash: An Oasis of Green

development that combines it and the Springs Expo and Convention Center to form the largest green building on the planet. Join us on a behind-the-curtain tour for a look at the hotel’s atrium; a luxury suite complete with energy-efficient lighting and low-water-use fixtures; the kitchen; recycling center; and the innovative cooling system, which saves 50 million gallons water a year.

Hoover Dam – Departs at 12:30 p.m.; returns to hotel by 5 p.m.

A testimony to a country’s ability to construct monolithic projects in the midst of adverse conditions, Hoover Dam – built during the Great Depression to tame the Colorado River – stands as one of the world’s engineering marvels. Our tour of this National Historic Landmark will include viewing the dam’s huge penstocks and power plant generators, as well as rarely seen inspection galleries – tunnels that still bear inspection markings written on the walls from decades past.

Springs Preserve – Departs at 1 p.m.; returns to hotel by 5 p.m.

Green isn’t just a color anymore; it’s now a way of life. The 180-acre Springs Preserve is an example of sustainable living in practice, as well as a resource for those interested in “greening” their lifestyle. This tour highlights the sustainable technologies that make the Springs Preserve the largest Platinum LEED (Leadership in Energy and Environmental Design)-rated commercial building in the Southwest. Explore the Desert Living Center, the constructed wetland that treats wastewater, the solar array in the parking lot, and experience a new way of living in harmony with our natural environment.

Wetlands Park: Wildlands from Wastewater – Departs at 1 p.m.; returns to hotel by 5 p.m.

The largest oasis of green in the Las Vegas Valley isn’t a golf course or a park; it’s the wetlands and riparian area known as the Las Vegas Wash.

This historic drainage has been transformed over the last two decades through a collaborative effort involving nearly 30 agencies and thousands of community volunteers. With an average flow of about 200 million gallons per day, most of which is discharge from the valley’s four wastewater treatment plants, this waterway was once a heavily eroded channel dominated by invasive salt cedar and littered with abandoned vehicles and illegal dumping sites. Today, the Las Vegas Wash is a natural preserve teeming with native wildlife. In addition to the visible ecological benefits, the wash performs an important role in filtering and polishing water before it reaches the Colorado River. It’s a vital link in a cycle that allows Las Vegas to reuse 100 percent of its wastewater for the mutual benefit of the environment and to meet urban needs.

On this tour, you’ll learn how the community worked together to turn a liability into an asset. You’ll see firsthand how these efforts have improved the watershed, provided an effective wildlife habitat and created new recreational opportunities. Comfortable, sensible footwear is a must. Sunscreen and water will be provided. And don’t forget your camera – you never know what surprises nature will offer up!

The number of participants is limited for each of these popular facility tours, so register early.

Register by going to the conference registration section and select the Guest Registration tab to register for the tours only.

If you have previously registered for the conference, you can go back to the registration site and change your registration to add a tour. If you know a guest is not attending the conference but would like to purchase a tour ticket, he or she can register by going to the conference registration section and select the Guest Registration tab to register for the tours only.

WaterSmart Innovations invites conference attendees to participate in technical tours to view some of Southern Nevada’s more prominent water-efficiency practices and water resources throughout the day on Friday, October 4.

Tours are $35 each per registered WSI attendee and depart from the South Point Hotel and Conference Center. We recommend you wear comfortable clothing and shoes (no flip-flops, please). Participants, please check in at the WSI Conference Registration Desk 15 minutes prior to each tour’s scheduled departure.

Due to security measures, all tour participants will be required to present a valid photo ID (e.g., driver’s license or current passport) along with their ticket as they board the bus. On-site facility personnel may also ask to see your photo ID.

To add a tour, if you know a guest is not attending the conference but would like to purchase a tour ticket, he or she can register by going to the conference registration section and select the Guest Registration tab to register for the tours only.

If you have previously registered for the conference, you can go back to the registration site and change your registration to add a tour. If you know a guest is not attending the conference but would like to purchase a tour ticket, he or she can register by going to the conference registration section and select the Guest Registration tab to register for the tours only.
At WaterSmart Innovations, you’ll have an opportunity to hear perspectives from speakers from around the globe and across the country, each willing to share his or her fresh, unique points of view based on firsthand experiences in water-efficient programs, policies and practices. Wednesday, October 2, 11 a.m. to noon and Thursday, October 3, 4:45-5:45 p.m.

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Kim Marotta
Director of Sustainability at MillerCoors
Opening session keynote speaker – Wednesday, October 2

Kim Marotta, director of Sustainability at MillerCoors, will deliver the keynote address at the opening session for the sixth annual WaterSmart Innovations Conference and Exposition on Wednesday, October 2.

Finding new ways to increase barley yields through more efficient irrigation in Colorado’s arid San Luis Valley and shrinking the resource footprint of its Milwaukee brewery are just some of the responsibilities within Marotta’s realm at MillerCoors. The company operates eight breweries, producing more than 70 unique beers under 30 brands that account for about one out of every three beers consumed in the United States.

Marotta serves on the board for The Sustainability Consortium, Children’s Hospital of Wisconsin Foundation and LISC Advisory Council. She was a former member on several boards, including The Foundation for Alcohol Research, Milwaukee World Festivals and U.S. Bank Championship.

Complimentary Evening Shuttle Service

Continuous free shuttles for WSI 2013 attendees and their guests will run between the South Point and the Bellagio, in the heart of the famed Las Vegas Strip, on Wednesday, October 2 and Thursday, October 3.

South Point to Bellagio
Departs South Point (front entrance) every half hour between 6 p.m. and 7:30 p.m.

Bellagio to South Point
Departs Bellagio (tour and travel level) every half hour between 10 p.m. and 12:30 a.m.

Conference badge required to board; space is limited. A public transportation guide is available at the conference registration desk.
professional sessions

Wednesday, October 2

7-9 a.m. Room Title Code
SWAT Sonoma A General Meeting U.S. Dept. of Energy – Challenge Home/U.S. EPA – Water Sense (brought to you by the GREEN Alliance)

1-1:30 p.m.

Conservation and Incentive Programs Sonoma A The Death of Paper: Increased Rebate Efficiency Through Direct Install Programs — Russ Sands/Colorado Water
Sonoma B How the Drought in the West Was Won: The Texas Water Development Board’s Approach to Drought Management — Juan Morgan-Lopez/Texas Water Development Board
Sonoma C Case Study: Engaging Higher Education Students in Water Efficiency Measures on Campus — Reyna Yagi/Denver Water

Marketing and Outreach Sonoma A Water Management Sonoma B

1:35-2:05 p.m.

Education Sonoma D Incentive Programs Sonoma A

Sonoma D Code, Policy, Rates Sonoma B

Sonoma D Conservation and Development Sonoma A

Construction and Development Sonoma A

1:35-2:05 p.m.

Conservation and Incentive Programs Sonoma A Integrated Water & Energy Solutions for the Hospitality Industry — Charles Smith/Hotel Sustainability Solutions
Sonoma B How a Deck of Cards Grows into a Water-Wise Garden — Brian Lee/Sonoma County Water Agency
Sonoma C The Case for Fixing the Leaks: Winning the Public Argument for Investing in Water Infrastructure — Danielle Gallet/Center for Neighborhood Technology (CNT)

Marketing and Outreach Sonoma B

Water Management Sonoma C

Education Sonoma D

Landscaping Sonoma A

Alternate Sources Sonoma B

Code, Policy, Rates Sonoma C

Construction and Development Sonoma A

Wednesday, October 2

3:05-3:40 p.m. Room Title Code
Conservation and Incentive Programs Sonoma A Results of a Performance-Based Residential Rebate Program — Emily Colli/Carlson Water Management and Landscape Solutions W-1316
Sonoma B Catalyzing Community Action to Take Water Savvy Solutions to Scale — Claire Nordlie/Sonoma County Water Agency W-1317
Sonoma C Advancing Water Loss Control – Findings from the Latest Water Research Foundation Project — Kath Gainer/Water Systems Optimization W-1318
Sonoma D Irrigation for Women — Stephanie Anagnos/CASTAC Lake Water Agency W-1319
Napa A Introducing California’s New Norm in Landscaping — CWCC Landscape Committee W-1320
Napa B Sustainability Assessment of Water Supply in Costa Brava, Spain — Chelsea Burns/American University, M.A. Candidate W-1321
Napa D Building the Teams That Build Green Infrastructure — Eileen Alduenda/Council for Watershed Health W-1323

3:45-4:15 p.m.

Conservation and Incentive Programs Sonoma A So Many Water Conservation Models, What’s the Difference? — Brian Skeens/CH2M HILL W-1324
Sonoma B Gauging Social Marketing Campaign Success – Tools and Tips — Stephanie Anagnos/CASTAC Lake Water Agency W-1325
Sonoma C Cutting Our Losses: The Los Angeles Water Loss Audit Experience — Perry Falcon/Los Angeles Department of Water and Power W-1326
Sonoma D Do You Know Your Urban Water Address — and Why It Matters? — Dennis Nelson/Project WET Foundation W-1327
Napa A A Utility’s Look into Water Restrictions vs. Water Budgets — David Tuname/Austin Water W-1328
Napa B Incentives to Expedite Recycled Water Development — Ray Mokhtar/Metropolitan Water District of Southern California W-1329
Napa C On the Ground Experience, Water Partnering with Energy — Elisabeth Lovsted/Eastern Municipal Water District W-1330

3:50-4:30 p.m.

Conservation and Incentive Programs Sonoma A

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Professional panels

3:05-3:40 p.m.

3:45-4:15 p.m.

3:50-4:30 p.m.
## Professional Sessions
### Wednesday, October 2

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<td>4:20-4:50 p.m.</td>
<td>Sonoma A</td>
<td>How Conservation Rewards Are Changing the Game: The Evolution of Water Conservation in Wisconsin and Beyond</td>
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<td></td>
<td>Sonoma B</td>
<td>Tablet Technology – An Automated &amp; Paperless Office</td>
<td>W-1333</td>
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<td>Sonoma C</td>
<td>Emerging Benchmarks for Water Efficiency – Water Loss in North America</td>
<td>W-1334</td>
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<tr>
<td></td>
<td>Napa A</td>
<td>Greywater in the Real World: Study of 83 Residential Greywater Systems</td>
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<td>Napa B</td>
<td>Conservation Coaches Improve Landscape Program Effectiveness</td>
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<td>Napa C</td>
<td>Maximizing Conservation Through the Use of Alternate Water Sources</td>
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<td>Napa D</td>
<td>City of Austin Water and Energy Utility Efficiency Partnership Programs</td>
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<td>Napa E</td>
<td>Conservation After Catastrophe: Rebuilding Waldo with Efficiency and High-Performance Construction</td>
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<td>9:30 a.m.</td>
<td>Sonoma A</td>
<td>Conservation Synergy: The Business Case for Integrating Water and Energy Efficiency Programs</td>
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<td>Sonoma B</td>
<td>CST: Irrigation – The Forensics of Solving High Bill Complaints</td>
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<td>Sonoma C</td>
<td>TGIF: Online Access to the Turf Science and Management Literature</td>
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<td>Sonoma D</td>
<td>The Cochise Water Project (TCWP) – A New First!</td>
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<td>Napa A</td>
<td>Using Stormwater as an Alternative Water Source for Irrigation at the National Mall</td>
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<td>Napa B</td>
<td>Implementation of the “25 x 25” Strategy</td>
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<td>Napa C</td>
<td>Planning During the Perfect Storm: Poor Economy, Weather and Budget</td>
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<td>Napa D</td>
<td>Knowledge Is Power: WaterSmart &amp; IRWD’s Information-Based Efficiency Program Results</td>
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<td>Sonoma A</td>
<td>How H2O Research Became Pivotal for North Texas Conservation Campaign</td>
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<td>Field Study of Multi-Stream Rotator Spray Heads and Associated Products</td>
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<td>Sonoma C</td>
<td>Water Resource Management Beyond Climate Change: Welcome to the Anthropocene</td>
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<td>Sonoma D</td>
<td>How CONSERVancy’s New Irrigation Efficiency Program is Changing the Water Use Norm</td>
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<td>Napa A</td>
<td>Strategic Planning for Groundwater Recharge Using Stormwater</td>
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<td>A Water Supplier’s Perspective on Irrigation Code</td>
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<td>Knowledge Is Power: WaterSmart &amp; IRWD’s Information-Based Efficiency Program Results</td>
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### New Mobile Website Puts WSI in the Palm of Your Hand

With financial support from WaterSmart Software, the WaterSmart Innovations Conference and Exposition is unveiling a new tool to help you better manage your experience at WSI 2013.

By simply pointing your browser to eventmobi.com/wsi, you’ll have these features at your fingertips:

- Complete event schedule and the ability to create a custom schedule of the presentations you’ll attend
- Speaker biographies
- Maps of the event facilities
- Exhibitor and attendee profiles
- Instant updates from conference management
- Follow WSI Twitter (#wsi2013) and Facebook social media feeds
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<td>Research, A Non-Incentive Approach to Conservation</td>
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<td>It's Really About Engagement, Education and Behavior Change Through Entertainment</td>
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<td>Staying WaterSmart in Southern Nevada</td>
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<td>Sonoma B</td>
<td>The Art of Sustaining Water Conservation Public Awareness &amp; The Science of Measuring the Results</td>
<td>T-1341</td>
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<td></td>
<td>Sonoma C</td>
<td>The Benefits of Conservation in the World’s Most Water-Rich Region</td>
<td>T-1326</td>
<td>Sonoma C</td>
<td>Special Topics</td>
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<td>Sonoma D</td>
<td>The Retro-Fit WaterSense Labeled Home Classroom</td>
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<td>Napa A</td>
<td>Get a CLWUE! The Comprehensive Landscape Water Use Efficiently Program</td>
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<td>How to Design Water Harvesting Systems to Maximize Total Water Savings</td>
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<td>Appliance, Fixtures and Plumbing</td>
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<td>Finding the Next Tier of CI Water Efficiency</td>
<td>T-1330</td>
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<td>Napa D</td>
<td>Rethinking the Impossible: Net Zero Water Footprinting Strategies</td>
<td>T-1331</td>
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<td>Utility and Infrastructure</td>
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<tr>
<td>2:30-3:00 p.m.</td>
<td>Sonoma A</td>
<td>Research, A Non-Incentive Approach to Conservation</td>
<td>T-1332</td>
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<td>Water Use Efficiency</td>
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<td>Putting Consumer Market Research into Action Through Effective Planning</td>
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<td>Napa A</td>
<td>Using Big Data to Predict Big Alternative Landscape Irrigation Savings</td>
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<td></td>
<td>Napa C</td>
<td>Advanced Meters: Empowering Customers to Act</td>
<td>T-1339</td>
<td>Napa C</td>
<td>Utility and Infrastructure</td>
<td>T-1340</td>
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<tr>
<td>3:05-3:35 p.m.</td>
<td>Sonoma A</td>
<td>What Do a Jail, an Ice Skating Rink and Hotels Have in Common?</td>
<td>T-1340</td>
<td>Sonoma A</td>
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<td>Sonoma B</td>
<td>The Art of Sustaining Water Conservation Public Awareness &amp; The Science of Measuring the Results</td>
<td>T-1341</td>
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<td>Sonoma C</td>
<td>Conservation Efforts to Sustain a Desert River</td>
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<td>Sonoma C</td>
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<td>Napa A</td>
<td>WBIIs: New Long-Term Water Savings Analysis</td>
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<td>Napa B</td>
<td>Technology for Smart Restrooms – Perspectives from a Plumbing Manufacturer</td>
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<td>Napa C</td>
<td>Future Water Waste; Nipping it in the Build</td>
<td>T-1346</td>
<td>Napa C</td>
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<td>Napa D</td>
<td>ICI Water Use Benchmarking to Identify Potential Conservation Savings and Strategies</td>
<td>T-1347</td>
<td>Napa D</td>
<td>ICI Water Use Benchmarking to Identify Potential Conservation Savings and Strategies</td>
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### Thursday, October 3

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<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>3:40-4:10 p.m.</td>
<td>Sonoma A</td>
<td>Saving Water and Energy — Helping Utilities Build Best Programs</td>
<td>T-1348</td>
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<td>Sonoma B</td>
<td>It Takes a Village: Facilitating Public Input on Drought Policy</td>
<td>T-1349</td>
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<td></td>
<td>Sonoma C</td>
<td>Making Water Work in the Okanagan-Development of a Water-Saving Campaign in Canada’s Most Water-Stressed Region</td>
<td>T-1350</td>
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<td>Sonoma D</td>
<td>Ten Years of Water Conservation in the Metro Atlanta Region</td>
<td>T-1351</td>
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<td>Napa A</td>
<td>Preliminary Results from Implementing Smart Controllers in Orange County, Fla</td>
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<td>Napa B</td>
<td>Com mutex into Roads: Closing the Recycling Loop in Porcelain Replacement</td>
<td>T-1353</td>
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<td>Napa C</td>
<td>Landscape Irrigation Sprinkler and Emitters – Overview of the New ASABE/ICC Standard</td>
<td>T-1354</td>
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<td>Napa D</td>
<td>Primed for Conservation: Experimental Evidence from Nudges to Join Water-Use Information Website</td>
<td>T-1355</td>
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<td>4:15-4:45 p.m.</td>
<td>Sonoma A</td>
<td>Results from Pilot Testing New Technology to Improve Irrigation Efficiency May – October 2012 and Beyond</td>
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<td>Sonoma B</td>
<td>Changing Water Use Habits Through Social Media</td>
<td>T-1357</td>
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<td>Sonoma C</td>
<td>SNWA’s Pool Evaporation Study</td>
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<td>Sonoma D</td>
<td>Estimating Weather-Sensitive Demands for Water: Implications of Climate Change</td>
<td>T-1359</td>
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<td>Napa A</td>
<td>Commercial Success! Irrigation Inspection Program Produces 19% Water Reduction</td>
<td>T-1360</td>
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<td>Napa B</td>
<td>C2E Water Use Dashboard: A Tool for Promoting Water Efficiency and Tracking Water Use</td>
<td>T-1361</td>
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<td>Napa D</td>
<td>Real-Time Water Use Data: An Effective Tool for Water Management</td>
<td>T-1363</td>
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<tr>
<td>4:45-6:30 p.m.</td>
<td>Reception</td>
<td>Grand Reception Hosted by Niagara Conservation</td>
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### Friday, October 4

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<tbody>
<tr>
<td>7:45-8:45 a.m.</td>
<td>Sonoma A</td>
<td>The Best of Intelligent Use of Water Film Competition Winners and Continental Breakfast</td>
<td>F-1300</td>
</tr>
<tr>
<td>9-9:30 a.m.</td>
<td>Sonoma A</td>
<td>Energy Smart Landscape Workshops — “Yes Energy Smart”</td>
<td>F-1301</td>
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<td>Sonoma B</td>
<td>HETs in Commercial Applications … What Are the REAL Water Savings?</td>
<td>F-1302</td>
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<td>Sonoma C</td>
<td>Smart Water Application Technologies 2013 Update</td>
<td>F-1303</td>
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<td>Sonoma D</td>
<td>The Chino Basin Aquifer – Insuring for Clean Reliable Water for Today and the Future</td>
<td>F-1304</td>
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<tr>
<td>9:35-11:05 a.m.</td>
<td>Panel A</td>
<td>Rain Gardens to Water-Sensitive Cities: What Works?</td>
<td>F-1305</td>
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<td>Panel B</td>
<td>Turf Replacement Incentive Programs</td>
<td>F-1306</td>
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<td>Panel C</td>
<td>Constructing Successful Rates</td>
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<td>Panel D</td>
<td>Water Efficiency and the Colorado River Basin Supply and Demand Imbalance</td>
<td>F-1308</td>
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</tbody>
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**Mark your calendars for WSI 2014**

Even as we continue planning this year’s event, make your plans now to join us for WSI 2014, October 8–10 at the South Point Hotel and Conference Center in Las Vegas.

Moving WSI one week from the first week of October should help avoid conflicts with WEFTEC and the California-Nevada AWWA fall conference, said WSI Program Chairman Doug Bennett.

“We’re hopeful this shift will alleviate some of the logistical conflicts some attendees and exhibitors have experienced in the past,” Bennett said. “We’ll continue to watch the calendars of these events and attempt to avoid future scheduling conflicts.”
In conjunction with the WaterSmart Innovations Conference, an exhibition featuring emerging and cutting-edge water-efficiency products and services is being held at the South Point Events Center in exhibit halls C and D. Our exhibitors include companies featuring water-efficient appliances, plumbing fixtures, and landscape and irrigation equipment, as well as consulting and professional services, and software and technology.

This is your opportunity to meet and mingle with more than 100 professionals from around the world and learn about new products and services that can help you, your business and your community become more water-efficient.

The following pages include capsule descriptions of all WSI exhibitors, including their booth numbers and contact information. All attendees are encouraged to visit the exhibitors throughout the conference.

**ACT-D’Mand Kontrol Systems . . . .303**
Hot water recirculation system on demand

**Alliance for Water Efficiency . . . .110**
The Alliance for Water Efficiency is a nonprofit organization dedicated to promoting the efficient and sustainable use of water. Headquartered in Chicago, AWE serves as a North American advocate for water-efficient products and programs, and provides information and assistance on water conservation efforts.

**AM Conservation Group Inc . . . .321**
AM Conservation Group is a leading supplier of a wide variety of water conservation products. Our selection includes low-flow showerheads and faucet aerators, toilet tank water savers, outdoor water saving products, promotional items, custom water conservation kits and educational items. For 24 years, we have served utility companies, municipalities, government agencies, nonprofits, the hospitality industry, and many other residential and commercial facilities.

**American Water Works Association . . . .101**
The American Water Works Association (AWWA) is a 90,000 member association dedicated to safe water. More than 50,000 members develop programs and services for the water industry. Our resource community pages focus on conservation issues and are where water professionals go to share their knowledge.

**Aqua Centers® Water Management . . . .409**
AquaCenters.com
AquaCenters® is a water management solution using patented technology to save 35-50% on outdoor water use. Save on both the amount and frequency of water and fertilizer required for turf with the AquaCenters® Hydrogel organic water absorbing and holding capabilities.

**Aqua Trip PL . . . .221**
www.aquatrip.com.au
Exhibitors of water leak detection tripwatches and water use monitors

**AquaOne Technologies . . . .403**
aquaine.com
Toilet Guardian Leak Protection System

**Aqua Pedal . . . .402**
AquaPedal, an innovative hands-free device, saves up to 80% of faucet water use and energy to heat that water. Its low cost, rapid, easy installation and intuitive ease of use is ideal for water conservation programs. Saves money. Saves the world.

**Arizona Municipal Water Users Association . . . .121**
amwua.org
Collaboration and innovation have branded the Arizona Municipal Water Users Association (AMWUA), its member municipalities and its regional partners as leaders in water conservation, water policy and water resource management for more than four decades. The municipalities of Avondale, Chandler, Gilbert, Glendale, Goodyear, Nica, Phoenix, Scottsdale and Tempe working together as AMWUA, are One for Water.

**AY McDonald . . . .119**
aymcdonald.com/visit
Visit the A.Y. McDonald Mfg. Co. booth for a live demonstration of the Unmeasured-Flow Reducer (UFR). The UFR helps water meters measure low flows such as leaks that usually go undetected, increasing revenue while promoting water conservation.

**Blue Planet Enviro . . . .414**
blueplanetenviro.com
Blue Planet uses innovative patented Nano Bubble Technology to efficiently utilize Oxygen into various water sources. Modular systems are custom designed for traditional and hydroptic greenhouses as well as water body remediation using beneficial bacteria.

**California Urban Water Conservation Council . . . .104**
caucouncil.org
The council’s goal is to integrate urban water conservation Best Management Practices into various urban water agencies, private organizations, and community gardens.

**Carbon Active Corp . . . .100A**
www.carbonactivecorp.com
Carbon Black asphalt, concrete and rubber activator and encapsulation system.

**CLCA Water Management Certification Program . . . .317**
clca.org
CLCA water management certification was established in 2007 to help the green industry reduce landscape water usage by certifying individuals through performance-based water budgeting. This unique performance-based program carries the WaterSense label from the U.S. Environmental Protection Agency and is also approved for continuing education units by PLANET’s Irrigation Education and Certification Program.

**DIG Corporation . . . .319**
digcorp.com
Digirichro irrigation products, alternative (solar) powered controllers

**Ecosmartte Planet Friendly, Inc . . . .219**
ecosmartte.com
Ecosmartte will be showing GluPack® Filter media, a direct replacement for silica sand pressure and gravity flow filters. Improved clarity and substantial water savings are achieved.

**Enolgas USA, Inc . . . .301**
www.enolgasusa.com
Valves and Actuators, Leak Detection System

**Ewing Irrigation Products Inc . . . .213**
www.ewingt.com
Ewing is your premier source for conservation solutions and a leading authority on the latest water management products, trends and best practices. We provide water management solutions, commercial and residential irrigation supplies, landscape and turf products, hardware, irrigation control, lighting, water features and more.

**Gabri H20 . . . .206**
www.gabi2o.com
Education Entertainment and Associated

**Gobbit . . . .413**
gobbit.com
Robotic tank and cleaning services

**Grundfos Pumps Corporation . . . .320**
grundfos.com
Energy-efficient pumping solutions for hot water recirculation, hydronic/radiant heating and rainwater harvesting.

**High Sierra Showerheads . . . .107**
www.huntersindustries.com
High Efficiency shower head

**HydroKnot . . . .108**
hydroknot.com
HydroKnot

**HydroPoint Data Systems, Inc . . . .114**
www.heatwhik.com
HydroPoint 360° Smart Water Management: Lives under your kitchen sink. Save your water use. HydroPoint delivers real-time visibility and a remote, mobile Web-based interface with Blink Echo Water to identify waste leaks and kinks indoors and out.

**Ecosmartte Planet Friendly, Inc . . . .219**
ecosmartte.com
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**Enolgas USA, Inc . . . .301**
www.enolgasusa.com
Valves and Actuators, Leak Detection System

**Ewing Irrigation Products Inc . . . .213**
www.ewingt.com
Ewing is your premier source for conservation solutions and a leading authority on the latest water management products, trends and best practices. We provide water management solutions, commercial and residential irrigation supplies, landscape and turf products, hardware, irrigation control, lighting, water features and more.

**Gabri H20 . . . .206**
www.gabi2o.com
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grundfos.com
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**High Sierra Showerheads . . . .107**
www.huntersindustries.com
High Efficiency shower head

**HydroKnot . . . .108**
hydroknot.com
HydroKnot

**HydroPoint Data Systems, Inc . . . .114**
www.heatwhik.com
HydroPoint 360° Smart Water Management: Lives under your kitchen sink. Save your water use. HydroPoint delivers real-time visibility and a remote, mobile Web-based interface with Blink Echo Water to identify waste leaks and kinks indoors and out.

**IAPMO . . . .214**
iapmo.org
Green Plumbing and Mechanical Code Supplement, Green Product Certification (Energy Star and WaterSmart) and Green Plumbers Training

**IMAGINE | H₂O . . . .207**
icont.net
Booth will showcase efficiency innovations from New Water Businesses.

**International Center for Water Technology . . . .117**
icont.net
Testing and education

**Irrigation Association . . . .316**
www.irrigation.org
The Irrigation Association is the leading membership organization for irrigation equipment and system manufacturers, dealers, distributors, designers, consultants, contractors and end users.

**Irritrol/RainMaster . . . .406**
www.irritrol.com
Only one brand is totally dedicated to the professional. That brand is Irritrol. Since 1967, we have dedicated everything we do just to the pros. We pride ourselves in providing the irrigation industry with the most reliable products, from ease-of-use to quality, durability, efficiency and simplicity. Irritrol – For Professionals Only™

**Ironmeter . . . .405**
www.ironmeter.com
Soil moisture management products

**K-Rain . . . .401-A**
K-Rain certification programs.

**Kurapia Inc . . . .308**
kurapia.com
Kurapia, the ground covering that is a turf alternative water consumption approx. 40-50 percent more than cool-season turf.

**Metropolitan Water District of Southern California . . . .100**
www.mwdh2o.com
Morph2o Water Management LLC . . . .415
www.morph2o.com
Irrigation controllers and moisture sensors

**New Resources Group Inc . . . .215**
www.nrsgroup.com
New Resources Group is committed to protecting the future of our national and local water supplies by providing you with high-quality water-saving products. We provide a complete range of WaterSense listed aerators and showerheads for residential and commercial applications, all styles and sizes to fit your needs.

**Nexus elwater . . . .315**
nexuselwater.com
Residential water and energy recycling products

**Niagara Conservation . . . .101**
niagaraconservation.org
Water-efficient toilets, showerheads and aerators

**OnPoint EcoSystems . . . .408**
www.onpointeco.com
OnPoint Ecosystems provides solutions that help sustain the planet’s natural resources by making it easier to control them. The powerful yet easy-to-use WaterPoint 100™ Family makes it simple and convenient to control your irrigation underfoot, on any device, while saving water, money and time.
Irrigation zones. Mistripping. Safeguards water loss in 1/2 in drip sprinkler/riser malfunctions and high-pressure disc and system. Water savings for turf lawn. We will exhibit the Sprinkler Flow Control.

www.geyserflow.com

Sprinkler Flow Control            218

Turf grasses, including our Legacy, Prestige and UC Verde buffalo grass varieties. We offer a wide variety of grasses, because we believe no one grass is suitable for every location and climate.

Soil Water Conservation Alliance   109

www.twla.com

The TWLA is designed to recognize plants, turf and other live goods and products in the lawn and garden industry that conserve water.

Underhill International          112

www.underhill.us

Ultra high-efficiency golf sprinkler, metal nozzles, AuditMaster, Sprinkler performance testing products/kits Turfgy. Early turf stress detection technology and precision specific task hose-end nozzles.

Sustainable Solutions          208

www.sustainable solutions.com

Toilets, shower heads

Syncro Flo Inc.          407

www.syncroflo.com

Rainwater treatment and pumping equipment for commercial buildings.

Taco, Inc.          400

taco-hvac.com

Domestic hot water recirculation products/resource saving and safety products.

The Toro Company          307

www.thetorocompany.com

Toro Irrigation and its distributor partners and Toro’s proprietary water-saving irrigation technologies continue to revolutionize the Precision™ irrigation field. With more than 200 patents, Toro has developed advanced solutions that assess site conditions, including soil properties, plant health, topography and irrigation efficiency, to help customers better manage resources and turf conditions.

Todd Valley Farms          209

www.toddvaleylfarms.com

Todd Valley Farms specializes in low water use turf grasses, including our Legacy, Prestige and UC Verde buffalo grass varieties. We offer a wide variety of grasses, because we believe no one grass is suitable for every location and climate.

Rainwater treatment and pumping equipment for commercial buildings.

WaterSavers, an International Car Wash Association Program          . . . . . . . . 309

www.watersavers.com

Water leak correlators, noise loggers, ground mics, pipe locaters and valve cover locaters, plastic pipe locaters.

The Toro Company               307

www.epa.gov/watersense

US EPA’s WaterSense Program          . . . . . . . 113

www.epa.gov/watersense

US EPA’s WaterSense booth features information about the national partnership program that offers people a simple way to choose products that use less water without sacrificing quality or performance.

Vivak-Metrotech          309

www.metrotech.com

Water leak correlators, noise loggers, ground mics, pipe locaters and valve cover locaters, plastic pipe locaters.

WaterSmart Software          306

www.watersmartsoftware.com

WaterSmart’s customer engagement platform is proven to reduce residential water consumption by up to 5 percent in as little as six months.

Weathermatic          217

weathermatic.com

Smartline Controller & Smartlink

Western Pottery Group          . . . 318

www.westernpottery.com

Ceramic Sanitary Ware, Toilets

Why Flush          420

www.whyflush.com

Why Flush has been independently tested by an ACS-certified professional chemist. When you apply Why Flush into your toilet bowl, the scientifically proven formula captures and neutralizes the odor of urine, replacing it with a pleasant smell of citrus. Why Flush counters the staining chemicals in urine to help keep your toilet bowl clean. Finally, it leaves the water in the bowl an appealing blue-green color.

WaterSmart Software           306

www.watersmartsoftware.com

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weathermatic.com

Smartline Controller & Smartlink

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Special Events

30 31

Benefits of CUWCC Membership:

- A voice in water conservation decision-making in California
- A collaborative forum for sharing and learning
- Technical assistance
- Leverage funding through cost-sharing
- Access to research at no additional cost
- Reduced fees for training and workshops

Join Today!
Contact: Marci Flores at marci@cuwcc.org
(916) 552-5885
www.cuwcc.org

Prize drawing in WSI 2013 Expo Hall

Full conference registrants are eligible to win fabulous prizes during WaterSmart Innovations 2013. Drawings will be held and winners will be announced in the Expo Hall during the following times:

Wednesday, October 2
10:15 a.m. to noon
2:05-3:05 p.m.

Thursday, October 3
8-9 a.m.
1:45-2:30 p.m.
4:30-6 p.m.

You must be present to win. Unclaimed prizes will roll over to the next drawing.

Saturday, October 5
5-9 p.m. Grapes & Hops Festival at the Springs Preserve, limited number of discount tickets available.

Advance tickets available at WSI for Springs Preserve Grapes & Hops Festival

If you’re staying in Las Vegas through the weekend after WSI wraps up – and if you want to shift your focus from water to something a little stronger – then check out the Springs Preserve’s second annual Grapes & Hops Festival, Saturday, October 5, from 5-9 p.m.

A limited number of discounted tickets for this beer-and-wine tasting and fundraising event are available at the WSI registration desk for $22.50 each (regularly $35 each). Grapes & Hops will feature fine wines, a unique selection of beers and food from some of Las Vegas’ finest restaurants, as well as Afro-Cuban and salsa music by Rick Arroyo and the Latin Percussion Ensemble.

Open to guests 21 and over, Grapes & Hops will benefit Par for The Cure, a nonprofit organization dedicated to raising funds for breast cancer research. More information is available at www.springspreserve.org.

For more information and to purchase tickets, visit the WSI registration desk in the Conference Center during the conference and expo.

Special Thanks to Our Community Support

A partnership of water suppliers, environmental groups, and others interested in conserving California’s greatest natural resource - WATER

We’re here to assist you!

Benefits of CUWCC Membership:

- A voice in water conservation decision-making in California
- A collaborative forum for sharing and learning
- Technical assistance
- Leverage funding through cost-sharing
- Access to research at no additional cost
- Reduced fees for training and workshops

Join Today!
Contact: Marci Flores at marci@cuwcc.org
(916) 552-5885
www.cuwcc.org
Save water, energy and money!

New program, Niagara Green City, reduces water, increases savings.

WHAT IS NIAGARA GREEN CITY?
A comprehensive indoor water conservation program, administered by Niagara Conservation. Offered to all of your utility customers, the program is paid for with a small, monthly fee.

WHAT ARE THE BENEFITS TO THE CITY?
- Meets mandates without draining the budget.
- Results in water and energy savings.
- Increases wastewater capacity.

HOW DOES IT BENEFIT YOUR CUSTOMERS?
- Provides easy access to the best conservation technology with no upfront cost.
- Savings exceed the monthly fee.
- Professionally installed by local Green Plumber.
- New and improved toilet and shower fixtures with a 10-year warranty.

For more information about the Niagara Green City program, visit www.NiagaraGreenCity.com.