WaterSense® Partners
Build Strong Communities

The U.S. Environmental Protection Agency (EPA) thanks its valued WaterSense partners for their outstanding efforts in helping Americans save 757 billion gallons of water and $14.2 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
www.facebook.com/epawatersense

Join us in recognizing the strengths of the 2014 WaterSense Award Winners at the WaterSense & Alliance for Water Efficiency Awards Luncheon

Thursday, October 9, 2014
12:00 – 1:45 p.m.
Grand Ballroom B

Event includes lunch, welcome from EPA, and presentation of awards
Open to all full conference registration attendees and speakers
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## Conference and Exposition at a Glance

### Tuesday, October 7
- 8 a.m.-12 p.m.: Pre-show workshops
- 8 a.m.-5 p.m.: Exhibitor registration open
- 8 a.m.-5 p.m.: Exhibitor setup
- 12-5 p.m.: Conference registration open
- 1-5 p.m.: Pre-show workshops

### Wednesday, October 8
- 8-9 a.m.: SWAT general meeting, Sonoma A
- 8 a.m.-5 p.m.: Conference and exhibitor registration open
- 9:15-10:15 a.m.: Sandra Postel, keynote speaker, Grand Ballroom
- 10:15 a.m.-12 p.m.: Sponsored break and prize drawing, WSI Expo Hall
- 10:15 a.m.-5 p.m.: WSI Expo Hall open
- 11 a.m.-12 p.m.: Poster sessions, WSI Expo Hall
- 1-4:55 p.m.: Professional sessions
- 2:05-3:05 p.m.: Coffee break and giveaway drawings, WSI Expo Hall

### Thursday, October 9
- 8 a.m.-5 p.m.: Conference and exhibitor registration open
- 9:30-11:45 a.m.: Professional sessions
- 10 a.m.-5 p.m.: Exhibitor desk open
- 12-1:45 p.m.: Luncheon – AWE/EPA WaterSense Awards
- 1:45-2:30 p.m.: Prize drawing, WSI Expo Hall
- 1:45-6:30 p.m.: Afternoon professional sessions
- 2:30-4:45 p.m.: Poster sessions, WSI Expo Hall
- 4:45-5:45 p.m.: Sponsored cocktail reception and prize drawing, WSI Exhibit Hall
- 7-8:30 p.m.: Booth dismantle

### Friday, October 10
- 8-10 a.m.: Booth dismantle
- 8 a.m.-12 p.m.: Conference registration open
- 9-9:30 a.m.: Professional sessions
- 9:35-11:05 a.m.: Professional panels
- 9:45 a.m.: The Venetian tour check-in, registration lobby
- 12:15 p.m.: Hoover Dam tour check-in, registration lobby
- 12:45 p.m.: Springs Preserve and Clark County Wetlands tours check-in, registration lobby
On behalf of the Southern Nevada Water Authority, welcome to Las Vegas and the 7th Annual WaterSmart Innovations Conference and Exposition.

Water scarcity is becoming more the rule than the exception. As drought and climate change affect more regions, we face the prospect that traditional water supplies will no longer meet traditional uses. And even as supplies shrink, our communities continue to grow, amplifying our challenge.

Embedded in challenge, however, is opportunity. More than a decade ago, drought and population growth collided to motivate my community to synthesize a new perspective on water efficiency for new development. Since then, more than 400,000 people made Las Vegas their home, but thanks in large part to these new construction standards, and the completion of more than 10,000 water-smart homes, the community avoided more than 75 billion gallons of additional annual demand.

Cities can’t limit their population, but they can better manage the demands of foreseeable growth. Often, cities chase efficiency through retrofit, yet still allow the mistakes we’re attempting to remedy to proliferate in new development.

Despite the bold steps many cities have taken, there are untapped opportunities to enhance collaboration with urban planners and the development community to create vibrant, water-efficient, urban centers. Let’s apply our collective knowledge to build new neighborhoods with ultra-efficient homes surrounded by thoughtfully designed, water-efficient landscapes.

And considering that dwellings dominate urban water use, perhaps we need to grow up – literally – by embracing higher density housing and its inherent energy and water efficiencies. Here in Las Vegas, we need only look to our resort sector to see how large buildings create economies of scale. On any given day, about 470,000 visitors are in Las Vegas, yet our resort sector accounts for less than 3 percent of our region’s consumptive water use. Imagine the potential of incorporating similar concepts into high-quality residential living, particularly when coupled with the opportunity to revitalize our urban cores.

Lastly, we need to further challenge our businesses to examine their water footprint and help them find new ways to operate in a more efficient manner, improving both their fiscal bottom line, and our water resource ledger. I’m excited to be part of such a vast gathering of expertise and positive energy. I hope your experience here will serve as a springboard to creating communities that are more resilient. Share ideas, explore possibilities and, working together, let’s create a more sustainable future for the communities we serve.

John Entsminger
General Manager
Southern Nevada Water Authority
Dear Colleagues,

If you asked people what fuels their local economy, odds are they’d refer to the largest industries in their region. A Las Vegan, for example, would sensibly point to gaming and entertainment, while a Texan might focus on energy production, a Californian upon technology and a Tennessean upon their mighty river ports.

I rather doubt you’d get any responses suggesting water fuels their economy, yet it is inherently embedded within every critical sector. Water cools both the megaresorts of Las Vegas and the server farms that host much of the world’s data. It’s essential to the extraction of petroleum and its refinement into fuel, and it literally floats the barges that ferry cargo in and out of the Port of Memphis. Water is unquestionably a vital ingredient of our economy.

Benjamin Franklin said, “When the well is dry, we know the worth of water.” Ben was right: Only in times of drought do we begin to understand the true economic value of water. In California’s agricultural sector alone, researchers at the University of California Davis estimate drought has caused more than $2.2 billion of economic loss. Growers of perennial crops, such as fruit and nut trees, are paying more than $1,000 for an acre foot of water that, under normal circumstances, might have cost them less than $50.

On the urban side, investment advisers scrutinize the availability and reliability of water as a risk factor for clients investing in water-challenged regions. More recently, cities have found themselves fielding questions directly from businesses about whether there’s enough water to support them, if they were to move into the region.

Conservation is really all about eliminating low-value uses. Outright waste is an easy target, but as competition for limited supplies becomes more aggressive, communities will face decisions far more complex than an input/output equation can resolve. The economic value of water is important, but that alone cannot, and should not, drive our decisions.

This year’s WaterSmart Innovations Conference and Exposition will challenge us to consider the cultural, environmental and economic values of water. By hearing out these diverse perspectives, we’ll be better prepared to make sound value decisions for our water future.

Thanks for being part of the seventh annual WaterSmart Innovations Conference and Exposition. We’re glad you’re here!

Sincerely,

Doug Bennett
Program Chair, WaterSmart Innovations
Welcome to the WaterSmart Innovations Conference and Exposition presented by the Southern Nevada Water Authority. The U.S. Environmental Protection Agency’s (EPA’s) WaterSense® program is once again a proud partner of this event.

Across the country, communities are confronted with maintaining and upgrading their critical water infrastructure in the face of resource constraints. As the National Climate Assessment shows, many are also feeling the effects of extreme weather, from drought to more intense storm events. I’m pleased to see the public and private sectors working together to build strong and resilient communities that are saving water, energy, and dollars. Over the next few days, you will have an opportunity to meet and share your ideas with other industry leaders and learn about innovative products and practices that can help strengthen your community.

During your time here, please take a moment to stop by booth #113 to learn how WaterSense and its partners have helped Americans save 757 billion gallons of water since the program’s inception in 2006. I also invite you to join us for the WaterSense Awards Luncheon on Thursday, October 9. During this special event, co-sponsored by the Alliance for Water Efficiency, we will announce the 2014 WaterSense Partners of the Year, Sustained Excellence Award winners, and Excellence Award winners, who have promoted water efficiency and strengthened our program for several years.

I applaud all of you for working toward a more water-efficient future.

Mike Shapiro
Deputy Assistant Administrator for Water, EPA
Friday, October 10, 10 a.m.-5 p.m.

Showcasing some of Southern Nevada’s more prominent water-efficiency practices and water resources, WaterSmart Innovations invites conference attendees to participate in technical tours Friday, Oct. 10.

Tours are $35 per registered WSI 2014 participant. Tours will depart from the South Point Hotel and Conference Center. We recommend you wear comfortable clothing and shoes (no flip-flops, please).

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.

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 have a guest that 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.

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

The Venetian Resort Hotel Casino – Check in at 9:45 a.m.; depart at 10 a.m.; return to hotel by 3 p.m.
Located on the legendary Las Vegas Strip, The Palazzo is part of a master-planned development that combines The Palazzo and the Sands 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 Palazzo, with visits to the hotel’s atrium; a luxury suite complete with energy-efficient lighting and low water-use fixtures; the kitchen; its recycling center; and the innovative cooling system, which saves 50 million gallons of water a year.

Hoover Dam – Check in at 12:15 p.m.; depart at 12:30 p.m.; return 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 – Check in at 12:45 p.m.; depart at 1 p.m.; return 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 and 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 – Check in at 12:45 p.m.; depart at 1 p.m.; return 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 dump sites. Today, the wash is a natural preserve teeming with native wildlife. In addition to the visible ecological benefits, it performs an important role in filtering and polishing water before it reaches the Colorado River. The wash is 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!
Alliance for Water Efficiency
pre-WSI Meeting Schedule

AWE WaterSense & Water-Efficient Products Committee Meeting
Tuesday, October 7
8:30-10 a.m.
Mission Bay Room
South Point Conference Center

AWE Education & Outreach Committee Meeting
Tuesday, October 7
10:30 a.m.-12 p.m.
Mission Bay Room
South Point Conference Center

AWE Water Efficiency Research Committee Meeting
Tuesday, October 7
1:30-3 p.m.
Mission Bay Room
South Point Conference Center

AWE Annual Member Meeting & Reception
Tuesday, October 7
5-7 p.m.
Sonoma C Room
South Point Conference Center

Ideal crop marks

The 2015 Sustainable Water Management Conference is a unique, holistic event that brings together water sector organizations to present relevant, current sessions addressing critical issues facing the water sector today.

The program features a diverse range of topics such as:
- Managing water resources
- Sustainable utilities and infrastructure
- Urban planning and design
- Energy efficiency
- Water conservation
- Stormwater
- Reuse

Technical program and conference schedule will be posted in October.

www.awwa.org/sustainable15
conference rooms

Escalator to Main Floor

Sonoma B
Sonoma C
Sonoma D

Napa B
Napa A
Napa C
Napa D

Conference and Exhibitor Registration

Grand Ballroom

A
B

Speaker Ready Room and Restrooms
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, Oct. 8, 10 a.m.-2 p.m. and Thursday, Oct. 9, 4:45-5:45 p.m.

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<th>Author</th>
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<tr>
<td>1 Philip Edwards</td>
<td>ARK Artificial Intelligence for Plumbing Pipes</td>
<td>Ark Global Tech</td>
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<td>2 Jeremy Rice</td>
<td>Tracking Drought Measure Savings in North Texas</td>
<td>Freese and Nichols Inc.</td>
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<td>3 Todd Reeve</td>
<td>Change the Course</td>
<td>Bonneville Environmental Foundation</td>
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<td>4 Morgan Shimabuku</td>
<td>Direct Measurement of Xeriscape Water Use with Comparison to Turf, Front Range, Colorado</td>
<td>Center for ReSource Conservation</td>
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<tr>
<td>5 Becky Fedak</td>
<td>Colorado Water Innovation Cluster Net Zero Water Planning Toolkit</td>
<td>Brendle Group</td>
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<tr>
<td>6 Ben Emanuel</td>
<td>Water Scarcity Down South: Restoring Flows to Georgia’s Flint River</td>
<td>American Rivers</td>
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<td>7 Ken McCown</td>
<td>Southern Nevada Inventory of Sustainable Systems: Water Resources and Community Resiliency</td>
<td>UNLV – Downtown Design Center</td>
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<td>8 Stacy Rodriguez</td>
<td>Staying on Target – Improving the Accuracy of Outdoor Water Budgets by Installing and Maintaining CIMIS Weather Stations</td>
<td>Eastern Municipal Water District</td>
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<td>9 Judi Ranton</td>
<td>Soil Moisture Sensors -Results of a Commercial Pilot Study</td>
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<td>Impact of Homeowner Association Landscape Guidelines on Residential Water Use</td>
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<td>11 Roberta Lopez-Suter</td>
<td>Low-Income Toilet Replacement Program</td>
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<td>13 David Lindsay</td>
<td>Sponsor a Cleaner Environment</td>
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<td>14 Maureen Nassie</td>
<td>Taking Irrigation Controllers to the Next Level</td>
<td>NETAFIM</td>
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<td>15 Jon Daniel</td>
<td>Reach Across the Meter with Cost Effective and Targeted Customer Engagement</td>
<td>Droplet Technologies</td>
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<tr>
<td>William Granger</td>
<td>A Tale of One Partially Metered City: Sacramento’s Drought Response</td>
<td>City of Sacramento, Department of Utilities</td>
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<td>Jamie Lee</td>
<td>Evaluation of Usability of Various Real Wastewaters in Microbial Fuel Cells</td>
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<td>Michelle Maddaus</td>
<td>How Running Multiple Demand Forecast and Conservation Scenarios Can Help Plan for the Future</td>
<td>Maddaus Water Management, Inc</td>
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<td>Gregory Plumb</td>
<td>Coordinating Indoor and Outdoor Efficiency Training</td>
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<td>Michael Neil</td>
<td>Protecting America’s Infrastructure and Workers</td>
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<td>Tracy Bouvette</td>
<td>A Story of Effective Regional Water Conservation Policy Development – Leading the Way</td>
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<td>Kerry Schwartz</td>
<td>Students Drive the Use of Water Efficient Technology</td>
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<td>Sandi Linares Plimpton</td>
<td>Turf It Out! Turning Green … Into Green!</td>
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<td>Pam Berstler</td>
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<td>Jeff Lipton</td>
<td>Tapping Into the Power of Behavioral Science</td>
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<td>Karen Guz</td>
<td>Yes, We Meant You: Three Years of Texas Drought Enforcement</td>
<td>San Antonio Water System</td>
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<tr>
<td>Karen Guz</td>
<td>Money In Hand: Rebates Are Good But Coupons Are Great</td>
<td>San Antonio Water System</td>
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partners and sponsors

PARTNERS

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Audubon International

California Landscape Contractors Association

ICWT

EPA WaterSense

Irrigation Association

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Sandra Postel,
Freshwater Fellow, National Geographic Society
Opening session keynote speaker

Sandra Postel, founder of the Global Water Policy Project and Freshwater Fellow of the National Geographic Society, will deliver the keynote address at the opening session for the seventh annual WaterSmart Innovations Conference and Exposition on Wednesday, October 8.

Hailed for her “inspiring, innovative and practical approach” to promoting the preservation and sustainable use of Earth’s fresh water, Postel is co-creator of Change the Course, the national freshwater restoration campaign undertaken by National Geographic and its partners, and piloted in the Colorado River Basin.

She is the author of several acclaimed books, including the award-winning Last Oasis: Facing Water Scarcity, which appears in eight languages and was the basis for a PBS television documentary. She has appeared in dozens of television and radio shows nationally and internationally, as well as in some half dozen films, including the BBC’s Planet Earth and Leonardo DiCaprio’s The 11th Hour.

The recipient of several honorary degrees, Postel is a Pew scholar in conservation and the environment, and has been named one of the “Scientific American 50” for her contributions to water policy.

Complimentary Evening Shuttle Service

Continuous free shuttles for WSI 2014 attendees and their guests will run between the South Point and the Bellagio, in the heart of the famed Las Vegas Strip, on Wednesday, Oct. 8 and Thursday, Oct. 9.

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.
Join a partnership of water suppliers, environmental groups, and others interested in conserving California’s greatest natural resource—WATER.

Council Membership Benefits -

- A collaborative forum for water agencies and the environmental community to work together to advance urban water conservation throughout the state;
- A seat at the table when water use efficiency and conservation issues are discussed;
- Technical assistance and resources from Council staff;
- Use of the Council BMP reporting database to meet Urban Water Management Plan requirements for Demand Management Measures (DMMs), and customizable water savings reports;
- And more—contact us to join today!

www.cuwcc.org  office@cuwcc.org  (916) 552-5885
### Wednesday, October 8

#### 7-9 a.m.

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<td>SWAT</td>
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<td>General Meeting</td>
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<td>WRF</td>
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<td>Water Research Foundation AMI-AMR (from Tuesday workshop)</td>
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<td>WCC</td>
<td>Napa A</td>
<td>Water Conservation Coalition</td>
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#### 9:15-10:15 a.m.

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<td>Grand Ballroom</td>
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#### 1-1:30 p.m.

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<td>Sonoma B</td>
<td>Involving Minorities in Water Conservation — Diana Diaz and Nicole Lise/Southern Nevada Water Authority and Arturo Castro/HCI Advertising</td>
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<td>Sonoma C</td>
<td>Water Loss Control as the Frontrunner in CA Energy Efficiency Programs — Kate Gasner/Water System Optimization</td>
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<td>Sonoma D</td>
<td>Edutainment … Bringing Measurability to Behavior Change — Avi Djanogly/Gabi H2O</td>
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<td>Napa A</td>
<td>Landscape and Outdoor Water Use: Soil Sponge as Water Conservation BMP — Pam Berstler/G3, Green Gardens Group</td>
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<td>Napa B</td>
<td>Educating the Next Generation about LID in Urban Landscapes — Kristy Morris/Council for Watershed Health</td>
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<tr>
<td>Napa C</td>
<td>Results Are In – Water Smart Allocation and Tiered Rates Program — Matthew Dickens/Valencia Water Company</td>
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<tr>
<td>Napa D</td>
<td>Effectiveness of Drought Code Restrictions on Single-Family Residential Construction — Mitchell Morgan/Southern Nevada Water Authority</td>
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#### 1:35-2:05 p.m.

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<td>Sonoma A</td>
<td>Interior-Exterior Water Use Program — Val Little/Water Conservation Alliance of Southern Arizona</td>
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<td>Sonoma B</td>
<td>Using Focus Groups for Feedback — Stephanie Anagnoson/Castaic Lake Water Agency</td>
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<td>Sonoma C</td>
<td>Water Loss Insanity – Small Town Gets Intense, Slashes Loss by 65% — Will Jernigan/Cavanaugh and Associates</td>
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<td>Sonoma D</td>
<td>Where Can You See Water Disappearing Before Your Eyes? — Esmie Avila/City of Avondale</td>
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<td>Napa A</td>
<td>Sensing A Difference – Which Irrigation Sensor Technologies Really Save Water — Tom Wilson/Rain Bird Corporation</td>
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<td>Napa B</td>
<td>Taking Residential Water Efficiency to New Heights – Integration of Rainwater and Grey Water Harvesting — Craig Richmond/Nexus eWater Pty Ltd.</td>
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<td>1:35-2:05 p.m.</td>
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<td>3:15-3:34 p.m.</td>
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<td>3:50-4:20 p.m.</td>
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# Professional Sessions

**Wednesday, October 8**

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<td>— Joseph Berg/Municipal Water District of Orange County</td>
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<td>Sonoma B</td>
<td>Partnership Development: Building and Expanding Message Exposure</td>
<td>W-1433</td>
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<td></td>
<td></td>
<td>— Luis Generoso/City of San Diego Public Utilities Department</td>
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<td></td>
<td>Sonoma C</td>
<td>Statewide Water Loss Management Gets Creative to Leverage Long-Term</td>
<td>W-1434</td>
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<td>Improvements</td>
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<td></td>
<td>— Jason Bodwell/Georgia Environmental Finance Authority</td>
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<td></td>
<td>Sonoma D</td>
<td>Putting a Value on the Environmental and Social Benefits of Water</td>
<td>W-1435</td>
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<td>Efficiency</td>
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<td></td>
<td></td>
<td>— Bill Gauley/Gauley Associates Ltd.</td>
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<td></td>
<td>Napa A</td>
<td>Integrating Environmental and Social Factors for Understanding and</td>
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<tr>
<td></td>
<td></td>
<td>Improving Irrigation Efficiency in Orange County, Calif.</td>
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<td>— Neeta Bijoor/UC Center for Hydrologic Modeling</td>
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<td>Napa B</td>
<td>Harnessing the Energy Embedded in Water</td>
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<tr>
<td></td>
<td></td>
<td>— Amelia Nuding/Western Resource Advocates</td>
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<td>Napa C</td>
<td>Water Smart from the Start: How to Integrate Land Use and Water</td>
<td>W-1438</td>
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<td>Planning</td>
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<td></td>
<td>— Drew Beckwith/Western Resource Advocates</td>
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<td></td>
<td>Napa D</td>
<td>Priority Green Clarington – Field Testing Sustainability in New</td>
<td>W-1439</td>
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<td>Homes</td>
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<td>— Glen Pleasance/Region of Durham</td>
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<td><strong>5:15-8 p.m.</strong></td>
<td>Herndon</td>
<td>Speaker Reception</td>
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<td>Room 1900</td>
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Your tablet or smartphone just became your best way to navigate the more than 100 sessions of WaterSmart Innovations, now that we’ve optimized our website for use on all your fancy electronic gadgets. Not only does this free you from the printed program, but also — thanks to our friends at WaterSmart Software — you’ll have complete, complimentary Internet access whether you’re in the conference area or the exhibit hall.

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### Thursday, October 9

#### 7-9 a.m.

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<thead>
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<tbody>
<tr>
<td>WEAN-CRB</td>
<td>Napa A</td>
<td>Water Efficiency Action Network-Colorado River Basin</td>
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#### 9:30-10 a.m.

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<thead>
<tr>
<th>Room</th>
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<th>Code</th>
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</thead>
<tbody>
<tr>
<td>Sonoma A</td>
<td>Conservation and Incentive Programs</td>
<td>Water Conservation Lowers Rate Increases for Colorado Utility — Peter Mayer/Water Demand Management T-1400</td>
</tr>
<tr>
<td>Sonoma B</td>
<td>Marketing and Outreach</td>
<td>Making a Splash with the WaterSense H2Otel Challenges — Veronica Blette/U.S. Environmental Protection Agency T-1401</td>
</tr>
<tr>
<td>Sonoma C</td>
<td>Special Topics</td>
<td>“Honey, I Shrunk the Water Budget”: Bringing Best Practices to Single-Family Homes — Charles Bohlig/East Bay Municipal Utility District T-1402</td>
</tr>
<tr>
<td>Sonoma D</td>
<td>Education</td>
<td>Long-Term Partnerships Provide One-of-a-Kind Water Education Programs for Tucson Youth — Roberta Lopez-Suter/Tucson Water T-1403</td>
</tr>
<tr>
<td>Napa B</td>
<td>Alternate Sources</td>
<td>Can Soil Moisture Sensor Controllers Save Reclaimed Wastewater in Landscapes? — Bernardo Cardenas/University of Florida T-1405</td>
</tr>
<tr>
<td>Napa D</td>
<td>Utility and Infrastructure</td>
<td>Suspect Measurement of Customer Consumption: Customer Metering Challenges in the Drinking Water Industry — George Kunkel/Philadelphia Water Department T-1407</td>
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</table>

#### 10:05-10:35 a.m.

<table>
<thead>
<tr>
<th>Room</th>
<th>Title</th>
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<tbody>
<tr>
<td>Sonoma A</td>
<td>Conservation and Incentive Programs</td>
<td>The Non-Savers – An Evaluation of Turf Conversion Properties That Don’t Save Water — Toby Bickmore/Southern Nevada Water Authority T-1408</td>
</tr>
<tr>
<td>Sonoma B</td>
<td>Marketing and Outreach</td>
<td>The 1980s Called and They Want Their Leak Detection Publication Back! — Joanne Toms/City of Glendale T-1409</td>
</tr>
<tr>
<td>Sonoma C</td>
<td>Special Topics</td>
<td>Low Income, High Performance: Getting Affordable Housing More Efficient — Frank Kinder/Colorado Springs Utilities T-1410</td>
</tr>
<tr>
<td>Sonoma D</td>
<td>Education</td>
<td>Communicating the Water-Energy Nexus in Public Outreach Programs — Jo Miller/City of Glendale T-1411</td>
</tr>
<tr>
<td>Napa A</td>
<td>Landscaping</td>
<td>After the Initial Romance Is Over, Do People Still Love Their Smart Controller? — Dennis Gegen and Sean Ainsworth/Southern Nevada Water Authority T-1412</td>
</tr>
<tr>
<td>Napa B</td>
<td>Alternate Sources</td>
<td>Developing Performance Ratings for Residential Greywater Recycling Systems — Carl Robb/Canplas Industries Ltd. T-1413</td>
</tr>
<tr>
<td>Time</td>
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<tr>
<td>10:40-11:10 a.m.</td>
<td>Sonoma A</td>
<td>Cool Tunes: Technology and Behavior for Maximizing Cooling Tower Savings — Phil Paschke/Seattle Public Utilities</td>
</tr>
<tr>
<td></td>
<td>Sonoma B</td>
<td>Social Impact: How Social Media Is a Catalyst for Change — Priscilla Segura/Central Basin Municipal Water District</td>
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<tr>
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<td>Sonoma C</td>
<td>SNWA Golf Course Rate of Play Study — Kent Sovocool/Southern Nevada Water Authority</td>
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<td></td>
<td>Sonoma D</td>
<td>Teachers Work with Professionals to Understand Tucson’s Water Distribution System — Kerry Schwartz/University of Arizona — WRRC</td>
</tr>
<tr>
<td></td>
<td>Napa A</td>
<td>Attracting the “Right People” to Increase Outdoor Program Savings — Karen Guz/San Antonio Water System</td>
</tr>
<tr>
<td></td>
<td>Napa C</td>
<td>Have We Just Harvested the Low-Hanging Fruit? If So, Where Do We Go from Here? — Bill Hoffman/H.W. (Bill) Hoffman and Associates LLC</td>
</tr>
<tr>
<td>11:15-11:45 a.m.</td>
<td>Sonoma A</td>
<td>Can Smart Meters Be Used to Encourage Water Conservation? — Allen Berthold/Texas A&amp;M University</td>
</tr>
<tr>
<td></td>
<td>Sonoma C</td>
<td>Rocky Mountain High: Efficient Water Use for a Budding Industry (pun intended) — Jeff Tejral/Denver Water</td>
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<tr>
<td></td>
<td>Sonoma D</td>
<td>Using Business Intelligence to Improve the Cost-Effectiveness of Residential Water Conservation Programs — Hal Nelson/Claremont Graduate University</td>
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<tr>
<td></td>
<td>Napa A</td>
<td>Using Landscape Contractor Leaderboards to Nudge Urban Large Landscape Efficiency — John Whitcomb/Waterfluence</td>
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<td>Napa B</td>
<td>Delineating Between Direct, Indirect and Natural Water Saving — Bill Gauley/Gauley Associates Ltd.</td>
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<td>Napa C</td>
<td>Mining for Revenue: Reducing Apparent Loss and Increasing Revenue Stability — Kathy Nguyen/Cobb County Water System</td>
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<td>Napa D</td>
<td>Is It Conservation, Efficiency or the Economy? The Importance of Understanding Signals and Trends in Water Use — Jack Kiefer/Hazen and Sawyer</td>
</tr>
<tr>
<td>Time</td>
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</table>
| 2:30-3 p.m.  | Sonoma A | Conservation and Incentive Programs: Supermarkets are Everywhere – Secure Phenomenal Water Savings  
Mark Gentili/Los Angeles Department of Water and Power | T-1432 |
|              | Sonoma B | Marketing and Outreach: Opportunities with Social Media: A Case Study Based on Publicizing Annual Conservation Film Contest  
Luis Generoso/City of San Diego Public Utilities Department | T-1433 |
|              | Sonoma C | Special Topics: Change the Course: A New Model of Conservation and Restoration  
Sandra Postel/National Geographic Society  
Todd Reeve/Bonneville Environmental Foundation. | T-1434 |
|              | Sonoma D | Marketing and Outreach: Yes, Virginia: Demand-Controlled Pumps Do Make a Difference  
Dave Grieshop/Reality LLC | T-1435 |
|              | Napa A  | Water/Energy Nexus: Identifying Water Use Efficiency Opportunities for Large Landscapes with GIS, Part Deux  
Gary Tilkian/Metropolitan Water District of Southern California | T-1436 |
|              | Napa B  | Appliance, Fixtures and Plumbing: Beyond Reasonable Doubt: Data Loggers Dispel Water Use Discrepancies  
Cathy Rymer, Deina Burns/City of Chandler Arizona | T-1437 |
|              | Napa C  | Code, Policy, Rates: IMPORTANT 2014 UPDATE ON GREEN BUILDING CODES & STANDARDS … and Moving Toward Reducing Program “free riders”!  
John Koeller/Koeller and Company | T-1438 |
|              | Napa D  | Utility and Infrastructure: Tracking, Benchmarking, and Reporting Water-Loss in Wisconsin  
Denise Schmidt/Public Service Commission of Wisconsin | T-1439 |
| 3:05-3:35 p.m. | Sonoma A | Conservation and Incentive Programs: New IWA Best Practice Guide for Preparing Urban Water Use Efficiency Plans  
William Maddaus/Maddaus Water Management Inc. – Bruce Rhodes/Melbourne Water | T-1440 |
|              | Sonoma B | Marketing and Outreach: Water Conservation to Non-English-Speaking Customers Through New Media  
Armando Salas/Green Media Creations | T-1441 |
|              | Sonoma C | Special Topics: Chasing Down High Water Use in Commercial Settings  
Jeff Sandberg/Portland Water Bureau | T-1442 |
|              | Sonoma D | Water/Energy Nexus: Performance-Based Irrigation Management Incentives: Take Two  
Carlos Michelon/San Diego County Water Authority | T-1443 |
|              | Napa A  | Landscaping: Where’s the Water Going? Factors Related to Outdoor Water Use  
Morgan Shimabuku/Center for ReSource Conservation | T-1444 |
|              | Napa B  | Appliance, Fixtures and Plumbing: Let’s Do Our Due Diligence Homework Before a High $$ Conservation Program, Instead of After!  
John Koeller/Koeller and Company | T-1445 |
|              | Napa C  | Code, Policy, Rates: Flexible Rates: Planning for a Revenue-Stable, Water-Efficient Future  
Mary Ann Dickinson/Alliance for Water Efficiency | T-1446 |
|              | Napa D  | Utility and Infrastructure: Trending and Analysis of Multiyear Validated Water Loss Audits in Georgia  
Lebone Moeti/Georgia Environmental Protection Division | T-1447 |
## Professional Sessions

**Thursday, October 9**

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<tr>
<td>3:40-4:10 p.m.</td>
<td></td>
<td><strong>Conservation and Incentive Programs</strong></td>
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<tr>
<td></td>
<td>Sonoma A</td>
<td>Quantifying CII Water Use Efficiency and Market Potential</td>
<td>T-1448</td>
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<tr>
<td></td>
<td></td>
<td>— Lisa Krentz/Hazen and Sawyer, P.C.</td>
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<td></td>
<td>Sonoma B</td>
<td>Educating &amp; Motivating Water Customers Through Social Media</td>
<td>T-1449</td>
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<td></td>
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<td>— Jessica Woods/City of Round Rock</td>
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<td></td>
<td>Sonoma C</td>
<td>Key Findings from Residential End Uses of Water Study Update</td>
<td>T-1450</td>
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<td></td>
<td></td>
<td>— Bill DeOreo/Aquacraft, Inc.</td>
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<tr>
<td></td>
<td>Sonoma D</td>
<td>Watts in a Drop of Water: Savings Opportunities at the Water-Energy Nexus</td>
<td>T-1451</td>
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<td></td>
<td></td>
<td>— Rachel Young/ACEEE</td>
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<td></td>
<td>Napa A</td>
<td>Does Turf Removal Save Water?</td>
<td>T-1452</td>
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<td></td>
<td></td>
<td>— Kathy Ramos/Metropolitan Water District of Southern California</td>
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<td>Napa B</td>
<td>Just When You Thought It Was Safe to Get Back Into the Water ... Free Urinal Rebate Business</td>
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<td>— William McDonald/Metropolitan Water District of Southern California</td>
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<td></td>
<td>Napa C</td>
<td>Energizing Water Efficiency: Applying Energy Efficiency Strategies to Water</td>
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<td>— Heather Cooley/Pacific Institute</td>
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<td></td>
<td>Napa D</td>
<td>PERC/ASFlow Report on Reduced Flows in Building Drain</td>
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<td>— Pete DeMarco/The IAPMO Group</td>
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<td>4:15-4:45 p.m.</td>
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<td><strong>Conservation and Incentive Programs</strong></td>
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<td>Sonoma A</td>
<td>Abbotsford's Conservation Success Using Advanced Metering Infrastructure</td>
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<td></td>
<td></td>
<td>— Brent Schmitt/City of Abbotsford</td>
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<td></td>
<td>Sonoma B</td>
<td>Lights. Camera. Cash! Video Contests that Engage Students in Water</td>
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<td>— Amy Talbot/RWA Water Efficiency Program</td>
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<td></td>
<td>Sonoma C</td>
<td>Key Findings from Residential End Uses of Water Study Update</td>
<td>T-1458</td>
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<td></td>
<td>— Bill DeOreo/Aquacraft, Inc.</td>
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<td>Sonoma D</td>
<td>Water Conservation Processes That Recycle, Reuse and Treatment for Fracing</td>
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<td>— John Williams/Williams Creek Consulting</td>
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<td></td>
<td>Napa A</td>
<td>Water Savings of ET vs. Timed Water Applications</td>
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<td>— Brian Vinchesi/Irrigation Consulting</td>
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<td>Napa B</td>
<td>Evaluation of the Water Efficiency of the zHome Project</td>
<td>T-1461</td>
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<td>— Michael Brent/Cascade Water Alliance</td>
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<td></td>
<td>Napa C</td>
<td>Incorporating Hot Water Use Efficiency into Ratings and Codes</td>
<td>T-1462</td>
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<td></td>
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<td>— Gary Klein/Gary Klein and Associates</td>
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<tr>
<td></td>
<td>Napa D</td>
<td>Estimating and Incorporating Trends in Water Efficiency into Water Demand Forecasts for New York City</td>
<td>T-1463</td>
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<td></td>
<td></td>
<td>— Jack Kiefer/Hazen and Sawyer</td>
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<tr>
<td>4:45-6:30 p.m.</td>
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<td><strong>Reception</strong></td>
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<td>Exhibit Hall</td>
<td>Sponsored Reception Hosted by Niagra</td>
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## Friday, October 10

### 9:35-11:05 a.m.

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<tr>
<td>Panel</td>
<td>Sonoma B</td>
<td>Water Efficiency in the Colorado River Basin: Closing the Gap</td>
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<tr>
<td>Panel</td>
<td>Sonoma C</td>
<td>Overcoming Barriers to Joint Water-Energy Efficiency Programs</td>
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<tr>
<td>Panel</td>
<td>Sonoma D</td>
<td>Changing Technologies, Changing Demands</td>
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### Special Topics

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<tr>
<td>Sonoma A</td>
<td>Driving Conservation: A Water Use Dashboard Road Trip</td>
<td>F-1401</td>
</tr>
<tr>
<td>Sonoma B</td>
<td>Water Conservation 2.0—Large Scale Technology Upgrades for Existing Inspection Programs</td>
<td>F-1402</td>
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<tr>
<td>Sonoma C</td>
<td>Where Do We Go from Here as a Region? Case Study on Quantifying the Economic Recovery and Future Conservation Strategy</td>
<td>F-1403</td>
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<tr>
<td>Sonoma D</td>
<td>Getting Smart About the Colorado River Basin: Research Trends</td>
<td>F-1404</td>
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**Mark your calendars for WSI 2015**

Thank you for being an important part of WaterSmart Innovations — without you, there would be no exchange of ideas, no sharing of experiences — in short, no WSI.

Because your participation means so much to us, we want to give you a heads-up for next year’s event — be sure to mark your calendars for October 7–9, 2015, for the eighth annual WaterSmart Innovations Conference and Exposition.

Follow us on Twitter and bookmark WaterSmartInnovations.com to receive regular conference updates and news. Thank you and we’ll see you next year at WSI.

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**Prize drawing in WSI 2014 Expo Hall**

Full-conference registrants are eligible to win fabulous prizes during WaterSmart Innovations 2014. Drawings will be held and winners will be announced in the Expo Hall during the following times:

**Wednesday, October 8**
- 10:15 a.m.-12 p.m.
- 2:05-3:05 p.m.

**Thursday, October 9**
- 1:45-2:30 p.m.
- 4:45-6:30p.m.

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

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**ACT-D’Mand Kontrol Systems**  .  303
www.gothotwater.com

Advanced Conservation Technology (ACT, Inc.) has been manufacturing electronic control pumping systems for over 22 years. This AMERICAN MADE product is completely manufactured in California. ACT D’MAND KONTROLS SYSTEMS are designed for installation on existing homes, multi-family buildings, commercial buildings and all new buildings. The purpose is to electronically control the flow of hot water and reduce the energy used in heating and pumping hot water. ACT D’MAND Kontrols have been proven to save both energy and water in tests funded by the US Dept. of Energy and conducted by Oak Ridge National Laboratory. ACT D’MAND Kontrols Systems are approved and receive credits by LEED, CAL Green, EPA WaterSense and California Energy Commission and complies to IGCC, IAPMO UPC and ETL electrical compliances. ACT D’MAND KONTROLS Systems comply to Australia WATERMARK Compliance and the ANCE Compliance in Mexico.

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**Aqua Pedal**  .  208
www.aquapedal.net

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

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**AM Conservation Group Inc.**  .  323
www.amconservationgroup.com

Established in 1989, AM Conservation Group, Inc. is the leading expert in energy and water efficiency solutions designed to provide maximum value for a client’s investment. Since its inception, the company has facilitated some of the largest and most effective energy preservation programs in US history with utility companies, program managers and government agencies. AM Conservation’s underlying mission is to increase the number of energy and water conservation programs on a nation-wide scale. Founded on principles of customer service, AM Conservation provides its clients with personalized conservation services or programs tailored to meet their individual needs. To support the numerous programs and services upheld by AM Conservation, the company specializes in the development, manufacturing and distribution of over 700 professional-grade products for the conservation industry, ranging from energy efficient LED light bulbs to custom-designed, water saving showerheads. For more information, visit www.amconservationgroup.com.

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**Arizona Municipal Water Users Association**  .  121
www.amwua.org

Collaboration and innovation brand the Arizona Municipal Water Users Association, its member municipalities and 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, Mesa, Peoria, Phoenix, Scottsdale and Tempe, working together as AMWUA, are One for Water™.

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**Atkins**  .  319

Atkins is one of the world’s leading design, engineering, and project management firms. Our expertise encompasses all facets of surface water and groundwater management including water supply, drainage, environmental, erosion control, stream restoration, and wastewater management.

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**Badger Meter**  .  314
www.badgermeter.com

Badger Meter is a leading innovator, manufacturer and marketer of flow measurement and control products, serving water and gas utilities, municipalities, and industrial customers worldwide. Measuring a variety of liquids - from water to oil and lubricants in industrial processes - products from Badger Meter are known for the high degree of accuracy, long-lasting durability and ability to provide valuable and timely measurement information to customers. Residential and commercial metering technology from Badger Meter is designed for optimal system performance, superior reading and billing accuracy, and maximized revenue generation. For more information, visit www.badgermeter.com.
BKi and Bottom Line Utility Solutions, Inc. . . . . . . . . . 118
www.bki.com/waterefficiency
Efficiency PAYS® on-bill programs allow utilities to rapidly increase customer participation in resource efficiency programs with minimal cost and risk to the utility. BKi and Bottom Line Utility Solutions can help you launch a successful Efficiency PAYS® program in as little as four months. Experienced in designing and implementing a wide range of resource efficiency programs, we tailor Efficiency PAYS® to meet your conservation goals and easily fit into your existing programs. For more information, visit www.bki.com/waterefficiency

Bureau Of Reclamation . . . . . 104
www.usbr.gov/waterconservation

California Urban Water Conservation Council . . . . . . 102
www.cuwcc.org
The Council’s goal is to integrate urban water conservation Best Management Practices into the planning and management of California’s water resources through partnerships among urban water agencies, public interest organizations, and private entities.

Canplas . . . . . . . . . . . . . 108
www.recoverwater.com
Canplas Industries Ltd. has recently developed the Recover™ greywater recycling system for use in residential homes. Using innovative self-cleaning filter and disinfection technology, the Recover™ system is able to safely and cost effectively supply greywater from showers and baths to flush toilets, reducing indoor water use by up to 30%.

CLCA Water Management Certification Program . . . . . . .315
www.clca.org/water-pro
CLCA water management certification program 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® Irrigation Assoc., International Association of Arboriculture.

Conservation Generation . . . . . 411
www.gabih2o.com
Conservation Generation offers innovative products and solutions to inspire and enable pro-environmental action. We also deliver fun and engaging programs to motivate change. We’re a mission-driven company out to inspire and empower Generation Now and Generation Future to use water and energy wisely and reduce waste. Gabi the Camel, our very own—and very cool—eco-spokesperson, headlined a national water-saving campaign that saved 143 million gallons of water a year and won the UK Water Efficiency Award for Campaigns and Education. This summer, Gabi is in North Carolina inspiring hundreds of campers to ‘Stop the Gush When You Brush’ and save water. We use gamification and edutainment techniques and an evidence and results-based approach to bring home the message of natural resource efficiency. Come get the 411 on us at Booth #411 and learn about ways we can help you engage your customers and communities in an entertaining and motivating way!

ConserveTrack LLC . . . . . . . 221
ConserveTrack LLC provides software and services for managing water conservation programs at utilities. ConserveTrackTM tracks and evaluates water conservation programs of all kinds in a single online database. It is a turnkey, cloud based system and requires no hardware or IT support. ConserveTrack provides public engagement services with the integrated PAMTM public portal. ConserveTrack enhances the utility’s public image while saving more water.

Droplet Robotics Inc . . . . . . . . 112
Droplet Robotics Inc
Droplet Robotics has developed the world’s first smart, programmable hose-end sprinkler. By combining the latest technology in robotics, cloud computing and connected services, Droplet transforms the way sprinkler systems function. Droplet keeps your plants healthy without wasting water by drawing upon a vast system of data to intelligently determine how best to care for your plants. By being smart, precise and frugal, Droplet can lower your sprinkler water consumption by up to 90%.

Droplet Technologies . . . . . . 408
www.droplettechnologies.com
Droplet Technologies is dedicated to helping water agencies of all kinds “Reach Across the Meter” to find new ways of engaging customers—trading technology for labor, changing customer behavior and securely leveraging customer data. We understand the unique needs of our partners and combine the latest advances in technology, program administration and social marketing to help agencies achieve measureable, documented results. Two of the products we are highlighting this year at WaterSmart Innovations include: Our turkkey Turf Replacement Application, which allows water agencies to dramatically reduce the time it takes to set up and administer a turf replacement program; and our tablet based Water Use Efficiency Evaluation Application, which allows agencies to streamline every part of a residential or large landscape efficiency evaluation process and engage customers with a personalized report while the evaluator is still on site.

Element Blue LLC . . . . . . . . 402
www.elementblue.com
Formed in 2012, Element Blue is a company of entrepreneurs and IBM thought leaders that seeks to build intelligent, sophisticated software, and develop technologies that make real advancements in communities and industries around the world. Today, Element Blue offers a suite of offerings that use both IBM and custom Element Blue technology to power businesses and communities on nearly every continent. Their services extend through a variety of industries, including Retail, Healthcare, Transportation, Water, and Energy. The latest addition of their SensorInsight line continues to strengthen their mission to create purpose-driven solutions for a smarter world.
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, hardscape, erosion control, lighting, water features and more.

Green King, Inc. is the manufacturer of Deep Drip® Watering Stakes, a product created as a more effective alternative to conventional watering of trees and plants. Deep Drip waters, fertilizes, and aerates directly at the roots, conserving up to 50% of your outdoor water use. Our patented design allows you to connect to your drip system and is compatible with flood irrigation and garden hoses. Deep Drip prevents water from evaporating or running off before reaching your trees’ roots. It also requires less water for your tree to be quenched, considering Deep Drip allows water to reach the roots a lot faster than surface watering. Our Deep Drip Watering Stakes are available to the public in convenient 9-, 14-, 24- and 36-inch sizes. Government entities, architects and contractors also have access to our more economical 19-inch stake. Visit our booth to pre-order and Make Every Drop Count with Deep Drip Watering Stakes!

High Sierra Showerheads is a product created as a more effective alternative to conventional showering. High Sierra Showerheads allow beautiful results with the ecological benefit of efficient water use.

HydroPoint delivers maximum water savings, operational efficiency, and risk reduction vs. alternative solutions — saving four times more water than any other technology. In 2013 alone, thousands of HydroPoint subscribers saved 20 billion gallons of water, 77 million kilowatt hours, and 103 million pounds of CO2, illustrating that smart water management makes for smart organizations.

IAPMO is the established leader in smart water management solutions targeting the area of greatest waste in urban water use, landscape irrigation. As an EPA WaterSense® Partner, the Company offers WeatherTRAK®, the preeminent smart irrigation system for commercial and municipal landscapes for over a decade with over 28,000 smart controllers installed at leading organizations across the US. Proven in over 25 independent studies, including achieving perfect scores during its EPA WaterSense certification, WeatherTRAK delivers maximum water savings, operational efficiency, and risk reduction vs. alternative solutions — saving four times more water than any other technology. In 2013 alone, thousands of HydroPoint subscribers saved 20 billion gallons of water, 77 million kilowatt hours, and 103 million pounds of CO2, illustrating that smart water management makes for smart organizations.
Imagine H₂O .......................... 207
www.imagineh2o.org
Booth will showcase efficiency innovations
from New Water Businesses.

Instant-Off ............................. 115
www.instant-off.com
INSTANT-OFF replaces the faucet aerator
or installs directly onto threaded pipe.
INSTANT-OFF’s innovative hydraulic
technology automatically shuts off the water
on faucets, thereby eliminating wasted
water and reducing water and sewer costs.
INSTANT-OFF is scientifically proven to reduce
cross-contamination caused by touching
faucet handles and is used in restaurants,
food processors, poultry, seafood and meat
packing facilities. INSTANT-OFF saved a
Pilgrim’s Pride plant 67 million gallons of
water and saved $110,000 in one year.
INSTANT-OFF is manufactured in the USA and
was founded in 1991.

International Center for Water
Technology .......................... 117
www.icwt.net
The International Center for Water Technology
was established to provide education and
research to assist in developing and adopting
innovative solutions and technologies that
improve water-use efficiency.

International Code Council .......................... 405
www.iccsafe.org
The International Code Council is a
member-focused association dedicated to
helping the building safety community and
construction industry provide safe, sustainable
and affordable construction through the
development of codes and standards.

Irrigation Association .......................... 316
www.irrigation.org
The Irrigation Association is the leading
membership organization for irrigation
companies and professionals. Together
with our members, we are committed to
promoting efficient irrigation and to long-term
sustainability of water resources for future
generations.

Lono ..................................... 409
Lono, the first outdoor smart home
compny, engineers a portfolio of intelligent,
interconnected devices that make it incredibly
easy for homeowners’ to manage their
homes. Lono’s first product – a Wi-Fi-enabled
sprinkler controller – uses real-time weather
data, historical evapotranspiration data and
custom user data to optimize water usage,
and ultimately save homeowners time, money
and water. In 2015, Lono will be releasing
a connected soil moisture sensor and an
outdoor smart plug that homeowners can
manage through Lono’s integrated digital
platform.

Morph2o Water Management LLC .......................... .215
www.morph2o.com
The Metropolitan Water District of Southern
California is a consortium of 26 cities and
water districts that provides drinking water
to nearly 19 million people in parts of
Los Angeles, Orange, San Diego, Riverside,
San Bernardino and Ventura counties.
The mission of the Metropolitan Water
District of Southern California is to
provide its service area with adequate
and reliable supplies of high-quality
water to meet present and future needs
in an environmentally and economically
responsible way.

Netafim USA ............................ 406
www.netafimusa.com
Netafim USA is the leading provider of
innovative drip irrigation solutions. We offer
an extensive range of irrigation products
for water-efficient landscapes; including
controllers, Techline tubing, filters, water
meters, valves and point source emitters for
complete dripline system installations.

New Resources Group Inc .......................... 413
www.nrgideas.com
New Resources Group is committed to
protecting the future of our national and
local water supplies by providing you with
high-quality, water-efficient products. We
provide a complete range of WaterSense listed
aerators & shower heads for residential and
commercial applications, all styles and sizes to
fit your needs.

Nexus eWater .......................... 107
www.nexusewater.com
Residential water and energy recycling
products

Niagara Conservation ................................ 101
www.niagaraconservation.com
Water-efficient toilets, showerheads and
aerators
Skydrop recognizes the opportunity in water conservation and efficiency in addition to the huge potential cost savings that can be realized. Skydrop has created an innovative sprinkler controller that will help consumers intelligently water their landscape and reduce wasteful overwatering—which can bring significant cost savings to the user.

The key features of Skydrop are:
- Cloud Based—allows for integrated access with weather services for intelligent watering based on weather conditions. Skydrop provides communication for setting adjustments as well as updates and future enhancements that connect seamlessly with the controller.
- Simple to Use—with simple and powerful functionality, Skydrop can be managed from the controller, Smartphone or web browser with a consistent menu system.
- Innovative Design—Through the use of a jog dial and informative menus on an LCD screen, Skydrop has eliminated the buttons and knobs found on traditional controllers that are confusing to the user.
**Turfgrass Water Conservation Alliance** .......................... 109
www.tgwca
The Turfgrass Water Conservation Alliance®, or TWCA®, is a non-profit group formed by industry competitors dedicated to a science-based approach to water conservation. The TWCA's strength stems from rigorous testing rooted in four key principles; third party peer review, diverse testing locations, objective analysis standards, and tightly controlled environmental factors. The peer review board, comprised of impartial university researchers, eliminates breeder bias ensuring that only grasses meeting its strict criteria are awarded the TWCA seal. Testing in locations across the US and Canada verifies drought tolerance in a broad climatic range helping the TWCA eliminate confounding factors. Test regions include Utah, Quebec, Arkansas, California, and Oregon. TWCA's use of DIA accurate and comparable results across the multiple test sites. Objective, standardized results allow meaningful comparison of data and are another step in eliminating the effects of breeder bias while ensuring high turf quality.

**Uninex International - Energized H2o** ......................... 407
www.uninex.com
EnergizedH20 Shower Products is a division of Uninex International, a company with more than 25 years of experience specializing in importing and marketing products to the utilities industry. Our new EnergizedH2O efficient showerhead product line includes over 20 high quality, high performance, WaterSense Certified showering products. We offer proven ways of participating and getting efficient WaterSense Showering Products into the hands of your customers via Online Sales (a powerful, proven and cost-effective channel to reach your customers), Direct Install and Bulk Products (one-stop catalog of shower heads and hand shower products in a range of styles, sizes, finishes, functions and accessories) and Retail Programs (featuring attractive retail packaging with utility branding opportunities, promotional floor displays and other creative POS concepts). Our sales team has strong relationships with major retailers that can set up direct rebate programs to sell through their brick-and-mortar stores.

**Vivax-Metrotech** ............................................... 309
www.vivax-metrotech.com
Water leak correlators, noise loggers, ground mics, pipe locaters and valve cover locaters, plastic pipe locaters

**WaterSavers, an International Car Wash Association Program** ................................................. 416
www.vivax-metrotech.com
WaterSavers® is a recognition program from the International Carwash Association® designed to help professional car washes promote their environmentally responsible business practices.

**Weathermatic** ...................................................... 217
weathermatic.com
Weathermatic is the leading provider of water-conserving technology, with the top-selling SmartLine controller installed in over 85 countries. Weathermatic’s SmartLinkWireless Landscape Network provides affordable central control that takes minutes to set up and is accessible from any computer, smart phone or tablet. Cities and commercial properties all over the U.S. have documented 20-70% savings using SmartLine, SmartLink, and new flow-monitoring products. Through their Save Water Give Life program, Weathermatic donates one gallon of clean drinking water to a South American village for every gallon of landscape water their customers save.

**Western Pottery Group** ........................................... 318
www.westernpottery.com
Western Pottery is a 70-year-old Southern California-based sanitary ceramic ware manufacturer that has been supplying the U.S. with some of the most efficient and effective toilets in the market today. We pride ourselves on creating the best possible performing products and offer a wide range of decorative HET toilets with beautiful matching lavatories. When applicable, our products not only meet but also exceed the industry standards and qualify for the highest rebate programs offered. Today we are one of the fastest growing sanitary ceramic ware manufacturers in North America and are continuously increasing our product offering to meet our customers’ needs. Our focus is on producing the most water-efficient toilets in either decorative or entry-level applications while maintaining superior customer support and service. Come by our booth today and see why we are the perfect combination of performance and value.

**Western Pottery Group** ........................................... 318
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**WaterSmart Software** ........................................... 306
www.watersmartsoftware.com
WaterSmart Software helps water utilities educate and engage their customers to save water and money. WaterSmart offers a turnkey, cloud-based engagement, analytics, and water-use efficiency solution that saves up to 5% in as little as six months. Come help us change the way the world uses water.

**WaterWall Displays & Aquafill Australia** ..................... 120
WaterWall Displays is on a mission to change the way people think about bottled water. The continued use of disposable plastic water bottles is an extravagant waste of resources. The expense to dispose of all the plastic waste is costing everyone and damaging our environment. Unfortunately, many of the plastic bottles do not even get recycled and end up in our landfills and oceans. WaterWall Displays has partnered with Alpha Arrow Industries in Australia to help solve this problem. AquafillUS provides unique “All-in-One” Filtered Drinking Fountain and Water Bottle Refilling Stations that have changeable graphic panels, providing the perfect opportunity to educate the public how to reduce the amount of single use plastic water bottles you buy, reuse your water bottle by refilling it, recycle your plastic water bottle, and refresh by drinking plenty of water. Graphics can easily be changed to feature any public message or sponsors’ promotion. A network of refilling stations also could create an opportunity to generate revenue from environmentally conscience sponsors.

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**US EPA’s WaterSense Program** ............................. .113
www.epa.gov/watersense
U.S. 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.
FIRST ANNOUNCEMENT & CALL FOR PAPERS
Communities worldwide are facing enormous challenges in the management of their water resources: population pressures continue to increase, economies are struggling, water availability is less predictable and more expensive than ever, energy costs for supplying and treating drinking water and wastewater are rising, and weather patterns are constantly changing. Measuring the effectiveness of any water resource management solution is becoming more difficult, requiring development of new strategies for gauging success.

The International Water Association is pleased to announce a venue to discuss solutions to these problems: two specialist conferences, joined for the first time for a common purpose, and held in the United States of America for the first time. The eighth biennial IWA Efficient2015 Conference is organized by the Efficient Urban Water Management Specialist Group and the sixth biennial IWA PI2015 Conference is organized by the Benchmarking and Performance Assessment Specialist Group. Both conferences are scheduled for April 20-24, 2015 and will be an opportunity to tackle the challenges that water services are facing in the 21st century. Water scarcity, climate change, increasing demand, and the deterioration of water resources all require a dedicated search for more efficient solutions -- ones that need to be properly measured and assessed to guarantee their continuing efficiency value.

This combined event will gather a large network of water professionals, who will exchange experiences on some of the key topics on urban water in the same venue and with a single registration for the whole event. Participants will be encouraged to attend both conferences with a special registration package as well as attending a joint workshop on water efficiency metrics which will be included as part of both conferences. The conference will also host an exhibition to showcase the latest water and energy-efficient products, services, and technologies.

The joint conference will be held in Cincinnati, Ohio, USA – a beautiful and historic American city on the banks of the Ohio River and the home of leading sustainable water programs as well as the research laboratory of the U.S. Environmental Protection Agency and a national leader in the development of sustainable stormwater management solutions and asset management. The conference venue is a nationally-recognized landmark hotel. Special activities and tours are planned.

This Call for Papers is your invitation to join us in Cincinnati in 2015. Bring us your experiences, ideas, and success stories!

WHO SHOULD ATTEND?
Attending Efficient2015 and PI2015 will benefit professionals involved in all aspects of water efficiency planning and management:
- Utility managers in the drinking water and wastewater sectors;
- Water resource planners and engineers;
- Government regulators;
- Conservation professionals;
- Academics and researchers;
- Consultants;
- Community leaders;
- NGO's; and
- Students

CONFERENCE TIMELINE

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SUBMIT A PAPER ON THESE CONFERENCE TOPICS

Abstracts can only be submitted through the official website listed for the two conferences — www.efficient2015.com. All abstracts must be submitted in English, must select a topic area, and must clearly state the objectives and desired outcomes of the proposed presentation.

Please note the following abstract submission guidelines:
- More than one abstract may be submitted
- Abstract text must not exceed 500 words and must have a clear and concise title, a brief introduction (purpose), methodology, results, and conclusions
- Abstracts must choose one of the topic themes
- The preferred presentation type (platform with paper, platform with no paper, or poster) must be specified

Submitting a paper for Efficient2015/PI2015 will provide an opportunity to present to a global audience. Selected papers will be peer reviewed for publication in IWA Publishing’s journals: WST, WST:WS, WPT, AQUA, WUMI and WAMI.

SUBMIT ABSTRACTS ONLINE AT WWW.EFFICIENT2015.COM BY OCTOBER 15, 2014
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The tank, bowl and other ceramic components of the Stealth toilet are Made in the U.S.A.

* When a 0.8 gpf Stealth® Toilet is installed along with water-saving faucet aerators and showerheads, the resulting Stealth® System will save up to 40,000 gallons of water per year, per household. That means, if 25,000 homes are retrofitted with Stealth® System, the annual savings will be one billion gallons of water!

Stop by booth #101 to learn more about the Stealth® System and our Niagara Green City™ Programs.
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