



## ***Memo***

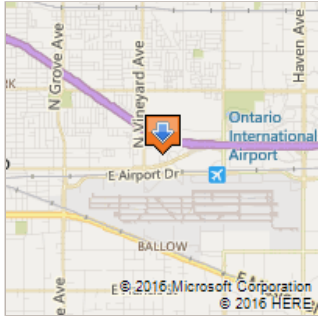
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To: Board of Directors  
From: Larrie Ann Davis  
Date: June 14, 2016  
Subject: 2016 San Bernardino County Water Conference

Attached is information regarding the 2016 San Bernardino County Water Conference August 12, 2016 at the Ontario Convention Center. The conference is from 8:00 am to 12 pm, with a continental breakfast being served at 7:00 am.

The cost to attend is \$110 per person when paid by August 1, 2016. The cost after August 1, 2016 is \$125 per person.

**Ontario Convention Center**  
2000 Convention Center Way  
Ontario, CA 91764



**Driving Directions**

**Contact**

Nicole Desmond  
Desmond & Louis  
(866) 737-4880  
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**Thank you to our Sponsors**



*Please Join Us...*



for the 10th Annual  
**SAN BERNARDINO COUNTY WATER CONFERENCE**

**Friday, August 12 | 7:00 am - 12:00 pm**

(Networking/breakfast starting at 7:00 am)

Maximizing our water supply is vital to the economic prosperity of the region. It is imperative that water agencies, local government and key stakeholders work together at this event to identify practical conservation policies and practices for businesses and local residents.

Over the past nine years the conference has brought together more than 3,000 participants from all parts of the State of California and the Nation to share ideas and insights about the management of this most precious resource.

[Register Now!](#)

[Join Our Mailing List!](#)

**From:** SBC Water Conference [nicole@dandlpr.com]  
**Sent:** Tuesday, May 24, 2016 10:42 AM  
**To:** ladavis@cvwater.com  
**Subject:** Save the Date | 8/12 SBC Water Conference

Having trouble viewing this email? [Click here](#)



## 10th Annual SBC Water Conference



**August 12, 2016 | Ontario Convention Center**

### Join Us August 12!

**Celebrating 10 years! Thriving Together**

Working together to identify long-range solutions that ensure a reliable water supply is a top priority. Amidst Southern California's growing population and demand for more water, we are faced with the harsh reality of groundwater depletion, water-quality issues, strict regulations, monumental infrastructure expenditures and few alternative sources of water.

On August 12, 2016, government officials, premier water experts, business leaders and community stakeholders will attend the 10th Annual San Bernardino County Water Conference to discuss solutions to overcome California's water challenges.

The conference enables the public to engage with business, community and civic leaders to discuss issues such as the state's water resources, supply vs demand situation, financing and next steps in dealing with these

**Sponsorships  
Still Available**

**Register Now**

#### **When**

Friday August 12, 2015

#### **Where**

Ontario Convention Center

#### **What**

An awesome event that you won't want to miss out on! We sell out every year, so get your tickets now!

issues.

We hope you will join us for this solution-driven event!

[View More Info](#)



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**County of San Bernardino and San Bernardino County Flood Control District**



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## Schedule of Activities

Celebrating 10 Years: Thriving Together

**8:00 a.m. WELCOME / OPENING REMARKS**

**8:20 a.m. PROGRESS: A LOOK BACK ON THE PAST 9 YEARS**

Our panel of experts will highlight the region's progress and successes of managing our natural resource: water.

Kirby Brill – General Manager, Mojave Water Agency

Kathy Tiegs – Director, Cucamonga Valley Water Agency and President, ACWA

Joe Grindstaff – General Manager, Inland Empire Utilities Agency

**9:00 a.m. IE H2O HERO AWARDS**

**9:15 a.m. BREAK AND VENDOR SHOWCASE**

**9:35 a.m. PANEL 1A – PREPARING THE NEXT GENERATION FOR WATER CAREERS**

Do we train up people internally or look for qualified people outside our region? Our group of experts explores the some of the options.

- Temps vs internships (class credit)
- CSU water training program
- How can agencies partner with colleges
- Workforce board, ROP

**9:35 a.m. PANEL 1B – UNINTENDED CONSEQUENCES OF THE NEW NORMAL PART 1**

With conservation being the new way of life, what are some of the unintended consequences of that new normal for water agencies?

- Loss of revenue - true cost of water
- Impact of water aging - staying in the pipes too long and becoming a health hazard
- Impact of reduced water demand on wastewater collection and treatment

**10:35 a.m. BREAK**

**10:45 a.m. PANEL 2A – HOW TO COMMUNICATE YOUR WATER MESSAGE**

- Rising rates, SAWPA rate grants
- Communications 101: How to...
- How to communicate during a crisis

**10:45 a.m. PANEL 2B – UNINTENDED CONSEQUENCES OF THE NEW NORMAL PART 2**

Our panel will continue the discussion of unintended consequences, this time looking at how the new normal affects homes, cities and builders.

- Water neutral planning and zoning ordinance
- How do/can builders deal with these issues
- Look at results from how greywater/recycled water systems are working

**12:00 p.m. NETWORKING AND VENDOR SHOWCASE**

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