

Water Conservation Summit

December 4, 2007

Hosted by the Water Resources Advisory Committee

This public forum brings together local, state and national experts along with a broad range of stakeholders to kickoff development of an enduring, comprehensive water conservation program for South Florida.

- 8:00 a.m. Sign in and registration**
- 8:30 – 8:40 a.m. Welcome**
Eric Buermann, Governing Board Chair
- 8:40 – 8:55 a.m. Overview of District’s Water Conservation Goals**
Carol Wehle, Executive Director
- 8:55 - 9:10 a.m. Stakeholder Group and Facilitator Introductions**
Carol Wehle, Executive Director
- 9:10 – 9:25 a.m. Agenda review, meeting guidelines, public comment guidelines**
Janice Fleischer, Moderator & Facilitator
- 9:25 – 10:50 a.m. The Role of Regulations in Water Conservation**
- 9:25 – 9:30 Panel Introductions
 - 9:30 – 9:45 Janet G. Llewellyn, Director, Division of Water Resource Management, Florida Department of Environmental Protection
 - 9:45 – 10:00 Jeff Pearson, Charlotte Co. Utilities Director
 - 10:00 – 10:15 Rob Teegarden, Chair, Florida Section AWWA and Vice-President of Water Business Unit, Orlando Utilities Commission
 - 10:15 – 10:45 Moderated Panel Discussion, Audience Q & A
- 10:45 - 11:00 a.m. BREAK**
- 11:00 – 12:30 p.m. Voluntary Programs and Incentives that Work**
- 11:00 – 11:05 Panel Introductions
 - 11:05 – 11:20 Dave Bracciano, Demand Management Coordinator, Tampa Bay Water
 - 11:20 – 11:35 Mary Ann Dickinson, Executive Director, Alliance for Water Efficiency
 - 11:35 – 11:50 David Self, President, Florida Nursery, Growers and Landscape Association
 - 11:50 – 12:20 Moderated Panel Discussion, Audience Q & A

12:20 - 1:15 p.m. LUNCH

1:15 - 2:35 p.m. Effective Social Marketing and Water Conservation Education

- 1:15 - 1:20 Panel Introductions
- 1:20 - 1:40 Ane Deister, General Manager, El Dorado Irrigation District:
Involving Your Customers in Water Conservation
- 1:40 - 2:00 Jack Wilbur, Public Information and Social Marketing Specialist,
Utah Department of Agriculture and Food
- 2:00 - 2:35 Moderated Panel Discussion, Audience Q & A

2:35 - 2:50 p.m. Stakeholder Group and Public Comment

2:50 - 2:55 p.m. Next Steps
Carol Wehle, Executive Director

2:55 - 3:00 p.m. Evaluations/Adjourn