

NACWA's 2010 Winter Conference
Transcending Tradition...
The Expanding Roles & Relationships
of the Clean Water Utility

February 2-5, 2010
Four Seasons Hotel
Austin, Texas

(Current as of January 19, 2010; Subject to Change)

- ♦ - Board of Directors Committee
- * - Denotes confirmed speakers

NOTE: All meeting rooms are on Ballroom Lake Level unless otherwise noted.

Tuesday, February 2

Morning

7:30 – 4:00 Registration

San Jacinto

Ballroom Foyer

8:00 – 9:30 Strategic Planning Committee ♦

Waterloo

Lobby Level

9:00 – 10:00 Spouse Lounge

Lobby Lounge

Lobby Level

9:00 – 10:30 Texas Association of Clean Water Agencies Meeting

San Jacinto Ballroom

9:45 – 10:45 Audit Committee ♦

Boardroom 816

8th Floor

11:00 – 12:00 Finance Committee ♦

Waterloo

Lobby Level

11:00 – 12:00 Climate Change Committee

San Jacinto Ballroom

Afternoon

1:15 – 2:30 Water Quality Committee

San Jacinto Ballroom

2:45 – 4:00 Facility & Collection Systems Committee

San Jacinto Ballroom

4:00 – 5:00 Membership Committee ♦

Boardroom 816

8th Floor

4:15 – 5:15 Legal Affairs Committee

San Jacinto Ballroom

Evening

6:00 – 7:00 Welcoming Reception/Meet & Greet

Wednesday, February 3

Morning

7:30 – 8:45 Regulatory Policy Committee

Ballroom A

8:00 – 4:00 Registration

Ballroom Foyer

9:00 – 10:00 Spouse Lounge

Lobby Lounge

Lobby Level

9:00 – 11:45 GENERAL SESSION I —

Ballroom B/C/D Opening Remarks

Kevin Shafer*

President, NACWA

Executive Director

Milwaukee Metropolitan Sewerage District

Milwaukee, WI

Welcoming Remarks

Greg Meszaros

Director

Austin Water Utility

Austin, TX

Keynote Address

SWITCH: How to Change Things when Change is Hard

Chip Heath co-author, with his brother Dan, of the new book *SWITCH: How to Change Things when Change is Hard*. Chip and Dan Heath are the co-authors of the New York Times bestselling book *Made to Stick: Why Some Ideas Survive and Others Die*. *Made to Stick* stayed on the Business Week bestseller list for 21 months, has been translated into 27 languages, and was named the Best Business Book of 2007 by Jack Covert and Todd Sattersten (Authors of The 100 Best Business Books of All Time). The Heath brothers also write a regular column for Fast Company Magazine. Their new book, *SWITCH: How to Change Things when Change is Hard* is scheduled for release the week after NACWA's Winter Conference.

SWITCH is described as a book to help you change things when change is hard. It considers change at every level – individual, organizational, and societal. Usually these types of change are treated separately as either “self-help advice” for individuals, “change management” advice for executives and “change the world” advice for activists. The Heath brothers assert that all change efforts have something in common: for anything to change, someone has to start acting differently.

Chip Heath*

Best-Selling Author

Professor of Organizational Behavior

Graduate School of Business

Stanford University, CA

10:30– 10:45

BREAK

Featured Presentation

Putting Effective Utility Management to the Test

Now more than two years old, the ten attributes of Effective Utility Management are gradually being infused into the clean water management culture. The historic agreement of six major water sector organizations and the U.S. Environmental Protection Agency on a framework for effective management is now more than words on paper. Still, much can still be done to increase the visibility of the attributes and illustrate how utilities of any size and any level of sophistication can benefit from what the attributes have to offer. This presentation will discuss how today's utilities are using the attributes to realign their strategic plans and establish a more formal management framework.

William G. Stannard*
President
Raftelis Financial Consultants, Inc.
Kansas City, MO

Randy Brown*
Director
City of Pompano Beach, Utilities Department
Pompano Beach, FL

Industry Leader Keynote

Craig Goehring*
Chief Executive Officer
Brown and Caldwell
Walnut Creek, CA

Closing Remarks/Announcements

Kevin Shafer*
President, NACWA
Executive Director
Milwaukee Metropolitan Sewerage District
Milwaukee, WI

Afternoon

12:00 – 1:45

Ballroom A

Board of Directors Meeting

2:00 – 3:30

Ballroom B/C/D

GENERAL SESSION I (*continued*)

Opening Remarks

Kevin Shafer*
President, NACWA
Executive Director
Milwaukee Metropolitan Sewerage District
Milwaukee, WI

Panel Discussion

Turning Wastes into Resources...and Making a Profit Too?

Many utilities have utilized their biogas from anaerobic digestion for building or process heat and some limited power generation for years, but a few are exploring ways to maximize the generation of gas to provide 100 percent of their power needs and in some cases sell energy back to the grid. These utilities will find themselves as key stakeholders as power companies begin to look for more renewable energy sources and the pending climate change legislation on Capitol Hill will no doubt create more opportunities for utilities in this area. Biosolids, and the nutrient and energy potential they hold, are also being put to use beyond traditional land application. New technologies are enabling utilities to ‘mine’

their biosolids for phosphorus and for the energy potential that lies within the organic material.

All of these ‘waste to resource’ opportunities are driving managers to find creative solutions to deal with the challenges they present as they stretch the traditional roles of the utility. Panelists will discuss their current projects and the challenges and opportunities they present.

Moderator

Jon Schellpfeffer*

Chair, NACWA Utility Management Committee
Chief Engineer & Director
Madison Metropolitan Sewerage District
Madison, WI

Speakers

Matthew Kuzma*

Vice President, Wastewater Solutions
Ostara Technologies Inc.
Seattle, WA

Robert Baur*

Senior Operations Analyst
Clean Water Services
Hillsboro, OR

Srinivas Jalla*

Sustainable Initiatives Manager
Gwinnett County Department of Water Resources
Lawrenceville, GA

Robert Forbes*

Senior Technologist
CH2M HILL
Charlotte, NC

Closing Remarks/Announcements

Kevin Shafer*

President, NACWA
Executive Director
Milwaukee Metropolitan Sewerage District
Milwaukee, WI

3:45 – 5:00

*Stone’s Crossing
Lobby Level*

Security & Emergency Preparedness Committee

3:45 – 4:45 Biosolids Management Committee
Ballroom A

Evening

6:00 – 7:30 Excellence in Management Awards Ceremony and Reception
Ballroom C/D

Thursday, February 4

Morning

7:30 – 8:45 Legislative Policy Committee
Ballroom A

8:00 – 4:00 Registration
Ballroom Foyer

9:00 – 10:00 Spouse Lounge
Lobby Lounge
Lobby Level

9:00 – 12:00 GENERAL SESSION II
Ballroom B/C/D Opening Remarks
 Kevin Shafer*
 President, NACWA
 Executive Director
 Milwaukee Metropolitan Sewerage District
 Milwaukee, WI

Industry Leader Keynote
 J. Joseph Burgess*
 President and CEO
 Insituform Technologies, Inc.
 Chesterfield, MO

9:30 – 9:45 BREAK

Panel Discussion

How Will New Demands Drive Increased Wastewater Regionalization?

As regulations and utility management challenges become more complex – in part as a consequence of whole watershed management imperatives and utility resource limitations – opportunities for regional collaboration are becoming increasingly compelling. Regionalization, broadly defined to represent a spectrum of institutional arrangements, may facilitate watershed-based planning and resource management, may help realize available economies of scale, and may ensure coordinated responses to regulatory mandates. Successful efforts have benefited from structured stakeholder involvement, alacrity in managing

(often competing) political agendas, and financially equitable contract arrangements. Utility representatives will discuss their experiences with regionalization and suggest lessons learned for future regionalization initiatives.

Moderator/Speaker

Thomas Sigmund*

Executive Director

Green Bay Metropolitan Sewerage District

Green Bay, WI

Speakers

Lisa Hollander*

Deputy Director of Law

Northeast Ohio Regional Sewer District

Cleveland, OH

Jeffrey Theerman*

Executive Director

Metropolitan St. Louis Sewer District

St. Louis, MO

Featured Speaker

Austin Water Utility - A Steward of Our Community's Watersheds

Austin Water Utility is one of a few public service water utilities in the United States that serves as a steward of source water watersheds that supply raw water for their customers. The utility currently manages over 36,000 acres of undeveloped wildlands for the benefit of surface water supplies it treats, as well as for the benefit of many wells serving private users and small water supply companies. Austin Water Utility's Wildland Conservation Division employs a staff of nineteen full time conservation professionals dedicated to protecting water supplies, managing habitat for endangered species, and providing numerous ecosystem services to our community. Division Manager William Conrad will describe how the utility is serving as steward of their community's water supply from the time it reaches the land as rainfall until they return treated water to the Colorado River.

William Conrad*

Division Manager, Environmental Conservation

Austin Water Utility

Austin, Texas

Closing Remarks/Announcements

Kevin Shafer*

President, NACWA

Executive Director

Milwaukee Metropolitan Sewerage District

Milwaukee, WI

Afternoon

12:00 – 1:30

Little Colony

Lobby Level

Awards Committee Meeting♦

1:30 – 3:30

Ballroom B/C/D

GENERAL SESSION II (*continued*)

Opening Remarks

Kevin Shafer*

President, NACWA

Executive Director

Milwaukee Metropolitan Sewerage District

Milwaukee, WI

Featured Speaker

In Sight and Mind...Engaging the Community At All Levels

The term ‘stakeholder involvement’ is used frequently to describe any level of engagement from a simple public listening session to full back and forth communication from start to finish on a critical utility management issue. For the City of Los Angeles, stakeholder involvement has evolved over time and now permeates all facets of the utility’s operations. From facilities planning to total maximum daily load (TMDL) watershed implementation plans to system management, and more, the City has taken stakeholder involvement to a new level. The City’s Bureau of Sanitation Director will discuss the evolution process, current stakeholder involvement efforts, and the positive impacts on utility management.

Enrique C. Zaldivar*

Director

Bureau of Sanitation, City of Los Angeles

Los Angeles, CA

Panel Discussion

Partnership Models and Potential Lessons From Across the Pond

Several years of rapidly rising costs for construction materials and fuel driven by intense competition globally wreaked havoc on capital project inventories here in the U.S. Though prices have fallen, the worldwide economic downturn that followed quickly on the heels of this construction market turmoil has intensified interest in evaluating the current U.S. model for managing a wastewater utility. The acute financing challenges presented by the credit market collapse and the continued economic troubles many communities face are putting increasing amounts of pressure on local decision makers to find solutions. Lessons learned from the United Kingdom utility management model, new interest in private partnership, and unique, public partnerships enabling utilities to do more with less by working together, will be featured during a panel discussion.

Moderator

Michael McCabe*

Director of Legal Services
Milwaukee Metropolitan Sewerage District
Milwaukee, WI

Speakers

Chad Hill*

Director of Business Development, Water Europe
Senior Vice President
Black & Veatch Corporation
Redhill, Surrey, United Kingdom

Edward D. Wetzel*

Executive Vice President
R.W. Beck, Inc.
Framingham, MA

David Sherman*

Public Works Director
City of Indianapolis
Indianapolis, IN

Wenonah Hauter*

Executive Director
Food & Water Watch
Washington, DC

Closing Remarks/Announcements

Kevin Shafer*

President, NACWA
Executive Director
Milwaukee Metropolitan Sewerage District
Milwaukee, WI

3:45 – 4:45

Utility Management Committee

Stone's Crossing

Lobby Level

Evening

6:00 – 7:30

Reception

Maria Maria Restaurant

Off-Site

Friday, February 5

Morning
7:45 – 8:45
Ballroom A

Stormwater Management Committee

8:00 – 10:00
Ballroom Foyer

Registration

9:00 – 11:00
Ballroom B/C/D

GENERAL SESSION III —

Opening Remarks

Kevin Shafer*

President, NACWA

Executive Director

Milwaukee Metropolitan Sewerage District

Milwaukee, WI

Featured Speaker

Water Sector Study on Climate Adaptation and Impacts

NACWA and the Association of Metropolitan Water Agencies recently released a report entitled *Confronting Climate Change: An Early Analysis of Water and Wastewater Adaptation Costs*, detailing the impacts of climate change on, and its costs to, wastewater and drinking water utilities over the course of the next 50 years. The report found that utilities will face a total cost of \$448- \$944 billion in infrastructure as well as O&M expenses necessary to adapt to the impacts of climate change through 2050. These costs will only add to the mounting financial challenges faced by the clean water community and further complicate efforts to maintain and upgrade current infrastructure assets. Our Featured Speaker will discuss the report, how it is being used on Capitol Hill, and what it means for current utility management efforts.

Moderator

Patricia Sinicropi*

Director, Legislative Affairs

National Association of Clean Water Agencies

Washington, DC

Speaker

Kathy E. Freas*

Global Water Resources Director

CH2M HILL

Albuquerque, NM

Panel Discussion

Water Reuse – Reinventing ‘Wastewater’ Management

In the ultimate example of turning waste into resource for the clean water community, projects bordering on direct potable reuse of municipal wastewater

are closer to becoming reality than you might think. How does the management of a wastewater system change when you are no longer generating 'waste'water. Florida has been a leader in the area of reuse and changes to the state's consumptive use permitting laws and water supply planning processes are now being considered to further optimize the beneficial reuse of reclaimed water. One Florida community, taking advantage of an unprecedented 'opportunity' courtesy of Hurricane Ivan, is rebuilding a 20 MGD treatment plant to incorporate 100 percent reuse for the water it reclaims. This panel will explore current reuse efforts in Florida and Texas and how increasing interest in reclaimed water sources may ultimately reinvent wastewater management.

Moderator

Timothy Haag*

Director, Utility Service & Planning
Emerald Coast Utilities Authority
Pensacola, FL

Speakers

Stephen E. Sorrell*

Executive Director
Emerald Coast Utilities Authority
Pensacola, FL

David Childs*

Attorney
Hopping Green & Sams, P.A.
Tallahassee, FL

Daniel W. Pedersen*

Reclaimed Water Program Manager
Austin Wastewater Utility
Austin, TX

Closing Remarks/Adjourn

Kevin Shafer*

President, NACWA
Executive Director
Milwaukee Metropolitan Sewerage District
Milwaukee, WI