



# TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

Board of Directors  
Triunfo Sanitation District  
Ventura County, California

December 13, 2011

## **SPRING WATER CONFERENCE – PALM SPRINGS, CALIFORNIA**

### **Summary**

Consider attendance at the Urban Water Institute's Spring Water Conference in Palm Springs, California.

### **Background**

The United Water Institute's Spring Water Conference is scheduled for February 9 through 10, 2012, in Palm Springs, California. The Urban Water Institute was incorporated as a nonprofit public education organization in the State of California in 1993, with the mission to provide non-partisan information of timely and pertinent interest to the water resource industry, including public agencies and private firms, with particular emphasis on water economics, management and resource policies as they affect consumers and the general economy.

The Spring Water Conference's theme will be "Water Rates Are Going Up – Will the Public Rebel?" Conference topics will include the future of water costs and rates; how should cities and water districts respond; the value of water; public-private partnerships; how a private company communicates the value of water, privatization of water; impacts of higher costs on ocean desalination; the future is going green; future costs of power; and Southern California power blackout impacts.

The conference registration fee for non-members is \$400 and includes handouts, breakfasts, luncheons, and receptions. Hotel rate is \$139 per night plus tax.

If you have any questions, please call me at 805-658-4602 or email [douganders@vrzd.com](mailto:douganders@vrzd.com).

### **Fiscal Impact**

If any of the Board members wish to attend this conference a budget adjustment is needed for the cost of conference registration and expenses since this was not a budgeted item.

*Item 16-1*

**Recommendation**

It is recommended that the Board receive the report regarding the Urban Water Institute's Spring Water Conference in Palm Springs, California, and direct staff as appropriate.

Enc.

APPROVED FOR THE DECEMBER 19, 2011 AGENDA



Doug Anders – District Manager

# SAVE THE DATE

For  
Urban Water Institute's  
**SPRING WATER CONFERENCE**

**Water Rates Are Going Up –  
Will The Public Rebel?**

**February 9-10, 2012**

Hilton Palm Springs Hotel  
400 East Tahquitz Canyon Way  
Palm Springs, California  
(760) 320-6868

**TENTATIVE CONFERENCE TOPICS:**

The Future of Water Costs and Rates  
How Should Cities and Water Districts Respond?  
"The Value of Water"  
Public-Private Partnerships –Are They The Way To Go?  
How a Private Company Communicates the Value of Water  
Privatization of Water –Is This an Option?  
Impacts of Higher Costs on Ocean Desalination  
The Future Is Going "Green"  
Future Costs of Power  
The Southern California Power Blackout Impacts

For more information please contact Julie Ackman at (949) 679-9676 or  
[julie@urbanwater.com](mailto:julie@urbanwater.com)

ITEM 5D

Please visit our website [www.urbanwater.com](http://www.urbanwater.com)

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## Spring Water Conference

*"Water Rates Are Going Up – Will the Public Rebel?"*

Hilton Palm Springs Hotel  
400 East Tahquitz Canyon Way – Palm Springs, California

February 9 – 10, 2012

### CONFERENCE AGENDA

#### Wednesday, February 8, 2012

6:00 p.m. – 7:00 p.m. – Welcome Reception

Presidential Suite – Hilton Palm Springs Hotel

#### Day one- Thursday, February 9, 2012

8:00 a.m. – Continental Breakfast

9:00 a.m. – Opening Remarks

Steve Bucknam – Chairman, Urban Water Institute

Marion Ashley – County Supervisor, Riverside County

9:30 a.m. – The Future of Water Costs and Rates

Brian Thomas – Managing Director, PFM Consultants

*Thomas, former Chief Financial Officer for the Metropolitan Water District of Southern California, tells of the inevitable increase of costs and water rates to water users.*

10:15 a.m. – Break

10:30 a.m. – How Should Cities and Water Districts Respond? – Panel

Moderator: Celeste Cantu – General Manager, Santa Ana Watershed Project Authority

Tom Ash – Rate and Conservation Consultant, Western Municipal Water Dist.

Kevin Wattier – General Manager, City of Long Beach

Bob Gumerman – General Manager, Moulton Niguel Water District

Todd Rydstrom – CFO, SFPUC

*The Panel speaks to impacts of inevitable water rate increases on cities and water agencies and what they can do to mollify the public.*

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**12:00 p.m. – Lunch**

**1:00 p.m. – Featured Speaker - “The Value of Water”?**

**Duane Paul, PhD – Senior Consultant/Economist, Cardno ENTRIX**

*How can the water industry explain the “Value of Water” to help the public understand its true costs?*

**1:45 p.m. – Public-Private Partnerships – Are They The Way To Go?**

**Brian Cullen – President, PERC Water**

**2:30 p.m. – Break**

**2:45 p.m. – How a Private Company Communicates the Value of Water**

**Kevin Tilden – External Affairs, American Water**

*Is there a different means of communicating the “Value of Water” by private water companies?*

**3:15 p.m. – Privatization of Water – Is This an Option? – Panel/Open Discussion**

**Moderator: Ane Deister – Vice President, Cardno ENTRIX**

**Jim Binder – City of Stockton**

**Denise Kruger – Senior Vice President, Golden State Water**

**Jack Hawks – Executive Director, California Water Association**

*Can local government shift responsibility to private water companies for water delivery?*

**4:30 p.m. – 6:00 p.m. – Chairman’s Reception – Dinner on your own**

**Day Two – Friday, February 10, 2012**

**8:00 a.m. – Continental Breakfast**

**8:45 a.m. – Welcome**

**Jim Noyes – Executive Director, Urban Water Institute**

**9:00 a.m. – Impacts of Higher Costs on Ocean Desalinization**

**Opening Comments: Ron Davis – Executive Director, CalDesal**

**9:15 a.m. – Cost Impacts on Ocean Desalination**

**Robert Yamada – Water Resources Manager, San Diego County Water Authority**

**Brent Anspach – Senior Project Engineer, Malcolm Pirnie, Inc.**

**Phil Lauri – Principal Water Resources Engineer, West Basin Municipal Water District**

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**10:30 a.m. – Break**

**10:45 a.m. – Strategies for New Water Supply Development – Point-Counterpoint**

**Moderator: Paul Shoenberger – General Manager, Mesa Consolidated Water District**

**Heather Cooley – Co-Director for Water Program, Pacific Institute (invited)**

**Richard Nagel – General Manager, West Basin Mun. Water Dist.**

**12:00 p.m. – Lunch**

**12:45 p.m. – The Future Is Going “Green”**

**Ron Nichols – General Manager, LA Dept. of Water & Power**

*Los Angeles Mayor Villaraigosa has declared LA will be “greenest big city in America.” How does the Department of Water and Power attain that goal and at what cost?*

**1:45 p.m. – Future Costs of Power**

**Barry Neal – Head of Environmental Finance, Wells Fargo**

*Will the public have to accept an increase in the cost of power as well as water?*

**2:30 p.m. – The Southern California Power Blackout Impacts – Panel**

**Moderator: Matt Stone – General Manager, Rancho California Water District**

**Kelly Hubbard – Program Manager, WEROC**

**Jennifer Haley – Attorney, Best Best & Krieger LLP**

**Lorrie Teates – Management Analyst, San Diego Water Authority**

*Southern California’s recent power blackout was costly to the public; what was the impact on local water delivery? Do we know the real cause?*

**3:30 p.m. - Adjourn**

**\*Program Agenda Is Subject To Change\***

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# REGISTRATION FORM

Urban Water Institute's Spring Water Conference  
February 9-10, 2012

Hilton Palm Springs Hotel: 400 East Tahquitz Canyon Way • Palm Springs, California

(Please Print or Type)

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

## CONFERENCE REGISTRATION FEES

Registration fees include handouts, continental breakfasts, luncheons, breaks and receptions.

Note: Self parking for hotel guests is complimentary

\_\_\_ \$350 UWI Member Registration Fee for Conference February 9-10, 2012 *(Must be a current Member of the Urban Water Institute)*

\_\_\_ \$400 Non-Member Registration Fee for Conference February 9-10, 2012

\_\_\_ \$100 Spouse Registration-Includes breakfasts, lunches, breaks and receptions

Spouse Name For Nametag: \_\_\_\_\_

\_\_\_ \$35 Copy of Power Point Presentation presented at the Spring Water Conference

## REGISTRATION INFORMATION

### Location

The Spring Water Conference will be conducted in Palm Springs at The Hilton Palm Springs Hotel located at:  
400 East Tahquitz Canyon Way, Palm Springs, California

Will you stay at the Hilton Palm Springs Hotel? Arrival Date ( ) Departure Date ( )

Please contact the hotel directly to reserve your room, we have a special conference rate of \$139 per night plus tax. To make your room reservations, call the Hilton Palm Springs Hotel directly at (760) 320-6868 and reference Urban Water Institute. Please note the cut-off date for the group rate is January 25, 2012. Reservations can also be made online at [www.hilton.com](http://www.hilton.com).

### Conference Registration (All Registrations Should Be Made In Advance)

To pay by credit card visit our website [www.urbanwater.com](http://www.urbanwater.com). You can register online and pay with a Visa, MasterCard or American Express.

To pay by check, please complete the Registration Form and send it along with a check made payable to Urban Water Institute: 24651 Evereve Circle, Suite 1, Lake Forest, CA 92630.

After February 2, 2012 registrations will be accepted at the door on a space available basis, with an additional \$25 administrative charge. Registration includes continental breakfast, program lunch, breaks, handout materials and reception.

### Cancellation Policy

Cancellations must be received in writing by February 1, 2012. Faxes are accepted at (949) 305-9919. Registration fee will be refunded, less a \$50 administrative charge if received by February 1, 2012. Substitutes are accepted. No refunds after February 1, 2012. The Institute reserves the right to substitute announced speakers and assumes no responsibility for personal expenses.

### Exhibitor & Sponsor Information

Information on exhibiting and sponsoring may be obtained by calling (949) 679-9676 or can be found on the Urban Water Website [www.urbanwater.com](http://www.urbanwater.com).

### Mail Conference Registration Checks Payable To:

Urban Water Institute  
24651 Evereve Circle, Suite 1 • Lake Forest, CA 92630

\*\*\* Tax ID # 33-0578523 \*\*\*

For More Information Contact Julie Ackman at (949) 679-9676 or [julie@urbanwater.com](mailto:julie@urbanwater.com)

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