



Portland Welcomes AWWA Sustainable Water Management Conference

AWWA is hosting the 2012 Sustainable Water Management Conference in Portland, Ore., Mar. 18–21, 2012, in partnership with leading water organizations such as the US Environmental Protection Agency, ICLEI (Local Governments for Sustainability), Water Environment Federation, and WaterReuse Association.

The technical program—developed by AWWA, its conference partners, and the American Water Resources Association, the Portland State University Institute for Sustainable Solutions, and the Water Research Foundation—delivers an exceptional event intended for water sector professionals dealing directly with conservation, water resources, sustainable utilities and infrastructure, urban planning, design and construction, and community sustainability.

Throughout the four-day event, which features two Sunday preconference workshops and more than 25 technical sessions, participants will learn the benefits of robust sustainability planning and how it leads to cohesive communities and utility systems optimization.

WORKSHOPS

The event offers two half-day preconference workshops on Sunday, Mar. 18, 2012, from 1:00 to 5:00 p.m.

Benefit–cost analysis. Benefit–cost analysis has been used for years to prioritize water conservation measures. This popular workshop will be led by Bill and Michelle Maddaus. Attendees will prepare a cost–benefit analysis of conservation measures and then use the results to adopt a cost-effective conservation program.

Drought preparedness and response. This workshop will examine the guidelines presented in the new AWWA Manual M60 *Drought Preparedness and Response*. The manual presents a seven-step planning and implementation process with examples provided for each step of the process.

OPENING GENERAL, MONDAY LUNCH, AND CLOSING GENERAL SESSION SPEAKERS

The year's Opening General Session will kick off with the Keynote Speaker Brian Fagan, author of *Elixir*. His book examines the history of water before the Industrial Revolution—specifically, how ancient societies viewed water. He will speak about

 American Water Works Association

Conference Partners



the importance of careful management of water supplies to enable a sustainable future for today's societies.

The Monday Lunch Speaker will be Jim Bernau, founder of Willamette Valley Winery. This winery has won numerous awards for its sustainability initiatives; in addition, Jim's leadership and environmental stewardship has earned him the industry's highest honor—the Founder's Award—for his service. After lunch, join Willamette Winery, the "Oregon Winery of the Year," for a sample of their sustainably produced wines.

The conference will wrap up with an interactive Wednesday Closing General Session featuring a panel of speakers that includes Mark Knudson of Oregon's Tualatin Valley Water District and Andrew Kirkwood of Australia's Sydney Water Corporation. The panel will lead participants through the development of a list of action items to galvanize the water sector and encourage interaction with the greater sustainable movement.

MEET AND GREET RECEPTION/LOCAL HOST EVENT

All attendees are invited to the Monday night meet and greet reception and poster session from 5:00 to 6:00 p.m. in Salon E, Ballroom Level of the Portland Marriott Downtown Waterfront Hotel. While you are at the reception, you will have an opportunity to view the poster sessions and chat with some of the poster presenters. The local host event will be held on Tuesday evening, Mar. 20, 2012.

REGISTRATION AND HOTEL

Three ways to register. Reduce your carbon footprint and register online. AWWA has adopted an environmental paper-saving initiative. To register online, complete the form at www.awwa.org/2012sustainable. To register by fax, complete the registration form with full payment by credit card and fax it to (303) 347-0804. To avoid duplicate charges, do not mail the original of the faxed form. To register by mail, complete the registration form and mail it with full payment or credit card information to: AWWA Sustainable Water Management Conference, 6666 W. Quincy Ave., Denver, CO 80235-3098.

Reserve your hotel. A block of rooms has been reserved under the group name "AWWA" at a reduced rate of \$130 single or double plus 12.5% tax per night at the Portland Marriott Downtown Waterfront Hotel, 1401 SW Naito Pkwy., Portland, OR 97201. Reserve your room by Friday, Feb. 17, 2012, to receive the discounted rate. Reservation requests received after Friday, Feb. 17, 2012, will be accepted based on rate and space availability. Deposit refunds will only be made for cancellation requests received 72 hours before the day of scheduled arrival.

Make your hotel reservation by calling the hotel directly at (800) 266-9432 or (506) 474-2009. The hotel's fax number is (503) 221-1789. For more information on the Sustainable Water Management Conference and registration details, go to www.awwa.org/2012Sustainable.

A Sampling of the SWMC Technical Program and Special Topics

The technical program emphasizes key sustainability initiatives, with technical sessions such as:

- Energy Management Approaches for Green Utilities
- Water Conflict Management, Collaborative Use Agreements, and the Transformative Moment
- Ecosystems of Urban Green Infrastructure
- Water Reuse Applications to Support a Sustainable Utility
- Funding Sustainable Utility Programs and Infrastructure

Special topics showcase a wide range of perspectives, such as:

- Green Infrastructure for CSO Benefits and Beyond
- Sustainability Research at USEPA
- Green and Blue Solutions for Local Governments
- Facets of Source Water Protection in the Pacific Northwest
- Climate Change Impacts on Water Resources Sustainability
- Urban Water Sustainability in a Changing Environment

Conference Technical Co-sponsors



Institute for Sustainable Solutions
PORTLAND STATE UNIVERSITY



WATER RESEARCH FOUNDATION
ADVANCING THE SCIENCE OF WATER®



FUTURE AWWA EVENTS

Information about the following events is available from AWWA, 6666 W. Quincy Ave., Denver, CO 80235-3098. For information regarding event registration, housing, or exhibits, visit AWWA's website at www.awwa.org, or call 1-800-926-7337. For program information, contact EducationServices@awwa.org.

ACE12

Dallas, Texas
June 10–14, 2012

AWWA/WEF Utility Management Conference

Miami, Fla.
Jan. 30–Feb. 2, 2012

AWWA/AMTA Membrane Technology Conference & Exposition

Glendale, Ariz.
Feb. 27–Mar. 2, 2012

Sustainable Water Management Conference

Portland, Ore.
Mar. 18–21, 2012

Distribution Systems Symposium & Exposition & Water Security & Emergency Preparedness Conference & Exposition

St. Louis, Mo.
Sept. 9–12, 2012