

# Welcome to the 2008 Water Conservation Showcase

## ORGANIZERS:



**EAST BAY MUNICIPAL  
UTILITY DISTRICT**



**PACIFIC GAS & ELECTRIC  
PACIFIC ENERGY CENTER**



**U.S. GREEN BUILDING COUNCIL  
NORTHERN CALIFORNIA CHAPTER**

## SUPPORTERS:

ADPSR - Northern California Chapter  
AIA East Bay  
Alliance for Water Efficiency  
American Society of Landscape Architects, Nor Cal Chapter  
ASPE – Northern California Chapter  
Build It Green  
California Urban Water Conservation Council  
City of El Cerrito – Recycling  
City of San Jose – Environmental Services Department  
Construction Specifiers Institute - Santa Clara Valley Chapter  
Dept. of Environment, City and County of San Francisco  
Ecological Landscaping Association  
Global Citizen Center  
Green Developer Speaker Series  
Local Government Commission  
Mono Lake Committee  
Natural Resources Defense Council  
PG&E Food Service Technology Center  
San Diego Xeriscape Council  
Surfrider Foundation  
Tuolumne River Trust  
U.C. Berkeley Center for the Built Environment  
Urban Permaculture Guild  
Water Resources Center Archives, U.C. Berkeley

## Water Utility Sponsors:



**Bay Area Water Supply &  
Conservation Agency**  
[www.bawasca.org](http://www.bawasca.org)  
650.349.3000



**City of Napa Water Division**  
[www.cityofnapa.org/water](http://www.cityofnapa.org/water)  
707.257.9521



**City of Redwood City**  
[www.redwoodcity.org/conservation](http://www.redwoodcity.org/conservation)  
650.780.7436



**City of San Jose Environmental Services**  
[www.sanjose.ca.gov/esd](http://www.sanjose.ca.gov/esd)  
408.535.8550



**City of Vallejo Water Conservation Program**  
[www.ci.vallejo.ca.us](http://www.ci.vallejo.ca.us)  
707.648.4479



**Contra Costa Water District**  
[www.ccwater.com/conserv](http://www.ccwater.com/conserv)  
925.688.8320



**East Bay Municipal Utility District**  
[www.ebmud.com](http://www.ebmud.com)  
1.800.403.2683



**Marin Municipal Water District**  
[www.marinwater.org](http://www.marinwater.org)  
415.945.1520



**San Francisco Public Utilities Commission**  
[www.sfwater.org](http://www.sfwater.org)  
415.551.4739



**Santa Clara Valley Water District**  
[www.valleywater.org](http://www.valleywater.org)  
408.265.2600



**Solano County Water Agency**  
[www.solanosaveswater.org](http://www.solanosaveswater.org)  
707.455.1111



**Sonoma County Water Agency**  
[www.sonomacountywater.org](http://www.sonomacountywater.org)  
707.547.1918



**Soquel Creek Water District**  
[www.soquelcreekwater.org](http://www.soquelcreekwater.org)  
831.475.8501 x144



**Zone 7 Water Agency**  
[www.zone7water.com](http://www.zone7water.com)  
925.454.5000

## Presentations:

Presentations will take place in two rooms with talks occurring simultaneously on regular 90-minute intervals. There is a planned 40-minute break between sessions. Lectures are forty minutes in length with a ten-minute Q&A session at the end of each lecture.

	Track A	Track B
<b>10:30 AM</b>	"At the Crest of a Wave: A BSR-Pacific Institute Trends Report on Corporate Water Strategy" Linda Hwang, Business for Social Responsibility and Mari Morikawa, Pacific Institute	"Upstream, Downstream and Across-stream: A Holistic Approach to Water Efficiency Projects" John Rosenblum, Rosenblum Environmental Engineering
<b>12:00 PM</b>	"The Delta and the Future of California's Water Supply" Doug Wallace, East Bay Municipal Utility District	"Weather-Based Irrigation Controller Installation Program" Ron Duncan & Roy Sikes, Soquel Creek Water District
<b>1:30 PM</b>	"EPA's WaterSense: Transforming the Marketplace" Karen Schwinn, Environmental Protection Agency	"Update of the Model Water Efficient Landscape Ordinance (AB 1881)" Kent Frame, California Department of Water Resources
<b>3:00 PM</b>	"Just Save Water: Conservation Case Studies" Susan Ecker, Rumsey Engineers and Larry Oliver, Glumac Engineering	"From the Bay to Your Glass: How to Desalt San Francisco Bay Water" Patrick Treanor, Kennedy-Jenks Consultants
<b>4:30 PM</b>	"In Hot Water: Water Availability and its Relationship to Global Warming" Barry Nelson, Natural Resources Defense Council	"GreenPlumbers: The Future of Plumbing" Steve Lehtonen, Green Plumbers USA
<b>6:00 PM</b>	<b>Keynote: "Earthquakes and their Impact on the Bay Area Water Supply System"</b> David Schwartz, US Geological Survey and Ray Seed, University of California, Berkeley	

## Exhibitors:

**ACT Inc. Metlund Systems**  
[www.gothotwater.com](http://www.gothotwater.com)  
*Electronic controlled hot water distribution pumping system*  
Larry Acker  
714.668.1200 x 109  
[larryA@gothotwater.com](mailto:larryA@gothotwater.com)

**Advanced Cooling Tower Technologies, Inc.**  
[www.dolphinwatercare.com](http://www.dolphinwatercare.com)  
*Dolphin Non-Chemical Water Treatment System*  
Rick Taseff  
925.808.6480  
[rtaseff@advctt.com](mailto:rtaseff@advctt.com)

**Alsons Corporation**  
[www.alsons.com](http://www.alsons.com)  
*Industry leader in innovative shower designs for 50 years*  
Sam Villyard  
924.240.9512  
[svillyard@aol.com](mailto:svillyard@aol.com)

**American Leak Detection**  
[www.americanleakdetection.com](http://www.americanleakdetection.com)  
*Location and repair of concealed water leaks*  
Hillel Salomon  
1.800.353.5325  
[hillel\\_ald@sbcglobal.net](mailto:hillel_ald@sbcglobal.net)

**Asphalt Pavement Alliance**  
[www.asphaltalliance.com](http://www.asphaltalliance.com)  
*Trade association for asphalt industry*  
Brandon Milar  
916.791.5044  
[bmilar@californiapavements.org](mailto:bmilar@californiapavements.org)

**California Department of Water Resources**  
[www.owue.water.ca.gov](http://www.owue.water.ca.gov)  
*Promotes water efficient landscapes statewide*  
Julie Saare-Edmonds  
916.651.9676  
[julieann@water.ca.gov](mailto:julieann@water.ca.gov)

**California Urban Water Conservation Council**  
[www.cuwcc.org](http://www.cuwcc.org)  
*Stakeholders unite to create and implement water efficient policy*  
Chris Brown  
916.552.5885 x17  
[chris@cuwcc.org](mailto:chris@cuwcc.org)

**California Water Service Company**  
[www.calwater.com](http://www.calwater.com)  
*Providing high-quality water utility services since 1926*  
Stacy Veimau  
650.558.7821  
[sveimau@calwater.com](mailto:sveimau@calwater.com)

**Central Coast Wilds**  
[www.centralcoastwilds.com](http://www.centralcoastwilds.com)  
*California native plant nursery and ecological landscape contractors*  
Josh Fodor  
831.459.0656  
[jfodor@ecologicalconcerns.com](mailto:jfodor@ecologicalconcerns.com)

**Dry Mix Products Co.**  
[www.drymixproductscompany.com](http://www.drymixproductscompany.com)  
Pervious concrete products manufacturer  
Michael Hale  
916.257.3377  
[michaelhale@surewest.net](mailto:michaelhale@surewest.net)

**ETwater Systems**  
[www.etwater.com](http://www.etwater.com)  
Manufactures self-adjusting, weather-based irrigation controllers  
Bree Sungar  
925.385.8900  
[bsungar@etwater.com](mailto:bsungar@etwater.com)

**Falcon Waterfree Technologies**  
[www.falconwaterfree.com](http://www.falconwaterfree.com)  
Waterfree urinals: The blueprint for a greener restroom  
Steve Sawyer  
425.241.8102  
[ssawyer@falconwaterfree.com](mailto:ssawyer@falconwaterfree.com)

**Green Plumbers USA**  
[www.greenplumbersusa.com](http://www.greenplumbersusa.com)  
Training plumbers to be the champions of water conservation  
Carrie McChesney  
1.888.929.6207  
[carrie@greenplumbersusa.com](mailto:carrie@greenplumbersusa.com)

**Irrigation Association**  
[www.irrigation.org](http://www.irrigation.org)  
The voice of the irrigation industry  
Glenn Bowlin  
559.325.7284  
[glenn@broussardassoc.com](mailto:glenn@broussardassoc.com)

**Irrrometer Company**  
[www.irrometer.com](http://www.irrometer.com)  
Water Conservation using Soil Moisture Control  
Brad Adams  
619.743.4999  
[brada@irrometer.com](mailto:brada@irrometer.com)

**Kliman Sales, Inc. / Sloan Valve**  
[www.sloanvalve.com](http://www.sloanvalve.com)  
HETs, HEUs, Solar & Dual Flush fixtures, Waterfree urinals  
Lisa McEvelly  
916.379.0784  
[lisa@klimansales.com](mailto:lisa@klimansales.com)

**Kohler Company**  
[www.kohler.com](http://www.kohler.com)  
Water Conserving Plumbing Fixtures and Faucets  
Steve Norton  
925.449.5858  
[steven@zurier.com](mailto:steven@zurier.com)

**Kristar Enterprises, Inc.**  
[www.kristar.com](http://www.kristar.com)  
Stormwater Management Products including Matrix Modular Water Tanks  
1.800.579.8819

**LifeSource Water Systems Inc.**  
[www.lifesourcewater.com](http://www.lifesourcewater.com)  
Manufacturer of eco-friendly whole-house water systems  
Mary Ellen Lyon  
1.800.992.3997  
[maryellen@lifesourcewater.com](mailto:maryellen@lifesourcewater.com)

**Netafim USA**  
[www.netafimusa.com](http://www.netafimusa.com)  
On-surface and subsurface drip irrigation products  
Bob Best  
559.287.7929  
[rbest@netafimusa.com](mailto:rbest@netafimusa.com)

**Niagara Conservation Corp.**  
[www.niagaraconservation.com](http://www.niagaraconservation.com)  
Worldwide leader in water- and energy-efficiency products and solutions  
Matt Puffer  
973.829.0800 ex.177  
[mpuffer@niagaraconservation.com](mailto:mpuffer@niagaraconservation.com)

**PG&E Food Service Technology Center**  
[www.FishNick.com](http://www.FishNick.com)  
Promoting energy efficiency in food service  
Todd Bell  
925.866.5478  
[tbell@fishnick.com](mailto:tbell@fishnick.com)

**Rain Bird Corp.**  
[www.rainbird.com](http://www.rainbird.com)  
Landscape Irrigation Products  
Andrew Bolt  
209.404.1746  
[abolt@rainbird.com](mailto:abolt@rainbird.com)

**RAIN MASTER**  
[www.rainmaster.com](http://www.rainmaster.com)  
ET Smart Irrigation Controllers, Wireless and Internet based Central Control Systems  
Steve Springer  
805.527.4498  
[info@rainmaster.com](mailto:info@rainmaster.com)

**Rehbein Environmental Solutions, Inc.**  
[www.rehbeinsolutions.com](http://www.rehbeinsolutions.com)  
Total sub-surface water management  
Jonas Sipaila  
775.852.2973  
[jsipaila@rehbeinsolutions.com](mailto:jsipaila@rehbeinsolutions.com)

**ReWater Systems, Inc.**  
[www.rewater.com](http://www.rewater.com)  
Legal greywater irrigation systems since 1990  
Stephen Wm. Bilson  
619.322.0141  
[stevebilson@rewater.com](mailto:stevebilson@rewater.com)

**RightThere Inc. / ConserveTrack**  
[www.conservetrack.com](http://www.conservetrack.com)  
Urban Water Conservation Management and Reporting Software  
Joseph Miller  
831.426.4397  
[jmiller@conservetrack.com](mailto:jmiller@conservetrack.com)

**Sustainable Solutions International**  
[www.sustainablesolutions.com](http://www.sustainablesolutions.com)  
Cutting edge high efficiency water and energy saving bathroom products  
Elysia Egeskov  
1.800.460.7019 x109  
[elysia@sustainablesolutions.com](mailto:elysia@sustainablesolutions.com)

**The Toro Company / Irritrol**  
[www.toro.com](http://www.toro.com)  
Water Smart® irrigation products & ET based controllers  
Michael Smith  
707.448.1700  
[michael.smith@toro.com](mailto:michael.smith@toro.com)

**The Urban Farmer Store**  
[www.urbanfarmerstore.com](http://www.urbanfarmerstore.com)  
Efficient options in landscape irrigation and lighting  
Tom Bressan  
415.706.1246  
[tom@urbanfarmerstore.com](mailto:tom@urbanfarmerstore.com)

**TOTO USA, Inc.**  
[www.totousa.com](http://www.totousa.com)  
Hi Efficiency, water saving plumbing fixtures and fittings  
Lauren Slankard  
415.203.4959  
[lauren@western-sales.com](mailto:lauren@western-sales.com)

**Underhill Int'l. Corp.**  
[www.underhill.us](http://www.underhill.us)  
High uniformity sprinkler nozzles  
Ed Underhill  
949.305.7050  
[eunderhill@uicorp.net](mailto:eunderhill@uicorp.net)

**US Environmental Protection Agency**  
[www.epa.gov/region09](http://www.epa.gov/region09)  
WaterSense promotes water efficient products and services  
Carolyn Yale  
415.972.3482  
[yale.carolyn@epa.gov](mailto:yale.carolyn@epa.gov)

**USGBC - Northern California Chapter**  
[www.usgbc-ncc.org](http://www.usgbc-ncc.org)  
Promotes sustainable communities through green building  
Ashleigh Talberth  
415.738.5520  
[ashleigh@usgbc-ncc.org](mailto:ashleigh@usgbc-ncc.org)

**VRTX Technologies**  
[www.vrtxtech.com](http://www.vrtxtech.com)  
Chemical-free cooling water treatment service  
Leon Shapiro  
630.336.5667  
[lshapiro@vrtxtech.com](mailto:lshapiro@vrtxtech.com)

**Water Resources Center Archives, University of CA**  
[www.lib.berkeley.edu/WRCA/](http://www.lib.berkeley.edu/WRCA/)  
California's water library  
Linda Vida  
510.642.2666  
[lvida@library.berkeley.edu](mailto:lvida@library.berkeley.edu)

**Waterless Co.**  
[www.waterless.com](http://www.waterless.com)  
No-Flush™ urinals  
Klaus Reichardt  
760.727.7723  
[sales@waterless.com](mailto:sales@waterless.com)

**WATERMISER**  
[www.watermiser.com](http://www.watermiser.com)  
The Best in Water Conservation Products  
John Schommer  
760.752.9944  
[john@watermiser.com](mailto:john@watermiser.com)

**WaterSprout**  
[www.watersprout.org](http://www.watersprout.org)  
Graywater and rainwater catchment systems  
John Russell  
510.541.7278  
[john@watersprout.org](mailto:john@watersprout.org)

**WaterWise Consulting, Inc.**  
[www.waterwise-consulting.com](http://www.waterwise-consulting.com)  
Water Efficiency Surveys & Water Conservation Program Management  
David Isaacson  
1.866.685.2322  
[disaacson@waterwise-consulting.com](mailto:disaacson@waterwise-consulting.com)

**ZURN Engineered Water Solutions**  
[www.zurn.com](http://www.zurn.com)  
Manufacturers of water-conserving plumbing fixture systems  
Pat Ternan  
503.946.8545  
[pat.ternan@zurn.com](mailto:pat.ternan@zurn.com)



**Pacific Gas and Electric**  
[www.pge.com](http://www.pge.com)  
Energy Efficiency Information & Incentives  
Residential: 1.800.933.9555  
Commercial / Industrial / Agricultural: 1.800.468.4743  
Pump Efficiency: 1.800.845.6038