

Building a Drought Resilient

2012

CWCB

STATEWIDE
DROUGHT
CONFERENCE

Economy Through Innovation

SEPTEMBER 19 & 20, 2012
HISTORY COLORADO CENTER
1200 BROADWAY :: DENVER, CO 80203



DAY ONE

:: 7:15 am

REGISTRATION &
CONTINENTAL BREAKFAST

:: 8:00 am **WELCOME**

:: 8:15 am

DROUGHT CONNECTIONS TO
OUR LARGER ECONOMIES

*Bill Brennan, Summit Global
Management*

:: 9:00 am

ECONOMIC CHALLENGES
& INNOVATIONS TO
OVERCOME THEM

*Moderator // Christopher Goemans,
Colorado State University*

- The Challenge to Livestock
*Devin Murnin, Colorado
Cattleman's Association*
- Coping with Drought in
Texas 2011: Responding to
an Economic Crisis
*Robert Mace, Texas Water
Development Board*

:: 10:00 am **BREAK**

:: 10:30 am

10 YEARS OUT: TOOLS &
TECHNOLOGY WE HAVE
NOW THAT WE DID NOT
HAVE IN 2002

*Moderator // Mark Svoboda,
National Drought Mitigation Center*

- Redefining the New Normal?
How 2002 Compares to
2012 from a Meteorological
Perspective
*Nolan Doesken, Colorado
Climate Center*
- Long-Range Forecasting Tools
*Robin Webb & Klaus Wolter,
National Oceanic and
Atmospheric Administration*
- What we Learn from Drought
Spell Statistics
Ben Harding, AMEC

:: 11:45 am

DESIGN & FINDINGS OF
THE DROUGHT TOURNAMENT
GAMING ACTIVITY

*Jeff Brislawn & Courtney Black,
AMEC*

:: 12:30 pm

LUNCH // *Provided*

HOW CAPITALISM AND
SOCIALLY RESPONSIBLE
INVESTING CAN PROTECT
OUR GREATEST RESOURCE

*with Keynote Speaker John Paul
DeJoria, Chairman and Chief
Executive Officer John Paul
Mitchell Systems*

:: 1:45 pm

STUDIES IN VULNERABILITY
& ECONOMIC IMPACTS

*Moderator // Taryn Hutchins-
Cabibi, Colorado Water
Conservation Board*

- 2011 Agricultural Economic
Impacts of Drought in Colorado
*Christopher Goemans,
Colorado State University*
- Drought Assessment for
Recreation and Tourism –
A Framework to Evaluate
Vulnerability in the Tourism
and Recreation Sector in
Southwestern Colorado
*Deborah Thomas, University
of Colorado Denver*
- Evaluating Influence of Water
Rights on Drought Vulnerability
in Colorado: Spatio-Temporal
Analysis of Water Use in a
Variable Climate
*Olga Wilhelmi, National Center
for Atmospheric Research*

:: 3:10 pm

DROUGHT AND WATER
CONNECTIONS TO THE
COLORADO BLUEPRINT

*Governor John Hickenlooper
with Introduction by John Stulp*

:: 3:40 pm **BREAK**

:: 4:00 pm

**CONCURRENT
BREAKOUT SESSIONS**

VULNERABILITY AND
ECONOMIC IMPACTS

Choose One ▼

**Recreation & Tourism
CLASSROOM**

*Moderator // Al White,
Colorado Tourism Office*

- Colorado Tourism Office
Crisis Management Plan:
Framing Messaging in the
Face of Drought
Roland B. Alonzi
- Drought and Recreation:
Summer and Winter
*David Costlow, Colorado River
Outfitters Association & Doug
Allen, Steamboat Resort*

**Urban Environments
AUDITORIUM**

*Moderator // Barbara Biggs,
CWCB Board Member*

- Urban Drought Management:
Vulnerability & Impacts
Jeff Tejral, Denver Water
- Vulnerability of Urban
Landscapes
*Bill Kluth, Tagawa Greenhouses,
Inc./ GreenCO*

**Natural Environments
MOUNTAIN VIEW ROOM**

*Moderator // Jennifer Pitt,
Environmental Defense Fund*

- Drought, Fire, Environmental
Impacts & Economic Losses:
A Texas Story
*Cindy Loeffler,
Texas Parks and Wildlife*
- Request for Water 2012
*Amy Beatie,
Colorado Water Trust*
- Adaptation Strategies to
Address Drought and Climate
Change Impacts
*John Sanderson,
The Nature Conservancy*

:: 5:30 pm

**CLOSING THOUGHTS FOR
THE DAY & LOGISTICS FOR
THE NEXT DAY**

DAY TWO

:: 7:15 am

REGISTRATION & CONTINENTAL BREAKFAST

:: 8:00 am WELCOME

:: 8:30 am

CWCB PERSPECTIVE: CONNECTIONS BETWEEN DROUGHT PLANNING AND SWSI

Jennifer Gimbel, Colorado Water Conservation Board

:: 9:00 am

REGIONAL PERSPECTIVES ON DROUGHT MANAGEMENT AND RESPONSE

Moderator // Michael Hayes, National Drought Mitigation Center

- Texas: 2011 Innovations & Lessons Learned in Record Breaking Year
Mike Bewley, Texas Department of Emergency Management
- Overview of the Colorado State Vulnerability Assessment by Sector
Graeme Aggett, AMEC

:: 10:00 am BREAK

:: 10:30 am

CONCURRENT BREAKOUT SESSIONS

WATER'S ROLE IN COLORADO'S MARKET PLACE

Choose One ▼

Role of Water & Technology in Agricultural Production AUDITORIUM

Moderator // Craig Beyrouthy, Colorado State University

- CropSense Field Monitoring Solution
Mark Stelford, John Deere
- Global Grain, Energy, & Livestock Markets & Balancing Risk Mgmt to Turn a Profit
Kevin Good, Cattle Fax

- Range Management: How to Avoid Impacts During Times of Drought with Smart Management Techniques
Gregg Simonds, Open Range Consulting

Role of Water in Business Decision Making MOUNTAIN VIEW ROOM

Moderator // Taryn Hutchins-Cabibi, Colorado Water Conservation Board

- Framing the Water Discussion from the Business Perspective
Bart Taylor, ColoradoBiz
- Molson-Coors Water Innovations
Mike Glade, Molson-Coors
- Protect the Flows Project
Molly Diachok-Mugglestone, Protect the Flows

Role of Water in Energy Production CLASSROOM

Moderator // Kristen Averyt, Cooperative Institute for Research in Environmental Sciences

- Drought Curtailment in Power Production
Stacy Tellinghuisen, Western Resource Advocates
- Utilizing Micro-Hydropower Opportunities
Bradley Florentin, Blue Earth
- Xcel Innovations
Richard Belt, Xcel Energy

:: 11:50 am

LUNCH // Provided

KEYNOTE SPEAKER STEVE MAXWELL, AUTHOR OF "THE FUTURE OF WATER"

:: 1:15 pm

WORKING TOGETHER TO SAFEGUARD COLORADO'S ECONOMY IN THE FACE OF INCREASED COMPETITION AND LIMITED WATER SUPPLY

Moderator // Brad Udall, Western Water Assessment

- *Harold Smethills, Managing Director of Sterling Ranch, LLC*

- *Ron Carleton, Deputy Commissioner of Agriculture*
- *Tim Sullivan, Colorado State Director for The Nature Conservancy*

:: 2:15 pm

THE FEDERAL ROLE AND RESPONSE TO THE 2012 DROUGHT

Brad Rippey, United States Department of Agriculture

:: 3:00 pm BREAK

:: 3:30 pm

HOW EFFECTIVE PARTNERSHIPS CAN FACILITATE EFFECTIVE AND EFFICIENT SOLUTIONS

Moderator // John McCLOW

- Seven Basin States Efforts & Option
Shanti Rosset O'Donovan, Colorado Attorney General's Office
- Grand Valley: Drought Preparedness through Physical Interconnects
Rick Brinkman, City of Grand Junction
- Agricultural Water Sharing Agreements DWR/Division Engineers Partnerships in Times of Drought
Kevin Rein, Colorado Division of Water Resources

:: 4:45 pm

WHERE DO WE GO FROM HERE?

MERGING SCIENCE, POLICY, AND ECONOMICS FOR PRACTICAL SOLUTIONS
Colorado Drought Task Force: Robert Randall, John Salazar, Bruce Eisenhower

:: 5:30 pm

CLOSING THOUGHTS & WRAP UP

Thursday :: September 20, 2012





John Paul DeJoria

John Paul DeJoria is a first-generation American turned entrepreneur, philanthropist, government servant, and pillar of the business community.

John Paul DeJoria and Paul Mitchell had a vision - to found a company for hairdressers - one that would provide tools of success for hair care professionals, their salons, and the entire beauty industry. In 1980, the two partners began marketing their products under the brand name Paul Mitchell®, as Mr. Mitchell was the hairdresser of the two, and other hairdressers would respect the fact that they chose a hairdresser's name to always keep the products professional. Although Paul Mitchell tragically died of pancreatic cancer in 1989, the two partners' dream has flourished.

In his capacity as businessman, environmentalist, and philanthropist, John Paul has served on several U.S. government and United Nations missions.

For example, John Paul has advised regarding the environmentally-sound harvesting of energy in Africa and other nations, and discussed the development of a demilitarized ecological zone in the context of the reunification of the Koreas with senior level North Korean government officials. John Paul has also donated considerable personal care and money to supporting those who have served in the armed forces, as well as to supporting the families of injured servicemen and the widows and orphans of deceased servicemen. Additionally, John Paul has acted as an advisor to U.S. government agencies (including the U.S. Navy Seals, the Central Intelligence Agency, and Asian Pacific Economic Forum) on issues of management, motivation, and global thinking. He also serves on the Board of Directors for the Creative Coalition and on the Board of Directors for Robert Kennedy's Waterkeeper Alliance.

John Paul also lectures at colleges and universities. He has been a member of the New York Stock Exchange, and is the recipient of the Lifetime Business Achievement award from NAHA and the National Italian Foundation. In 2006 he was appointed a Navy Admiral by the Governor of Texas and the Secretary of State, and received the Citizen of the Year Dolphin Award.

A dedicated advocate for making the planet a cleaner, safer, more energy efficient place for all, John Paul DeJoria was named 2009 Goodwill Ambassador by the Intergovernmental Renewable Energy Organization (IREO) at the United Nations. The highly distinguished and prestigious award recognizes his ongoing effort to develop clean technologies in today's modern world, and for his vision to preserve natural resources for the people of today and the next generation. He continues to be a frequent guest speaker at various environmental forums at the United Nations on sustainability. Friend, actress and fellow environmental activist Marcia Gay Harden also recently presented John Paul with a Sustainability Award for his dedication to environmental preservation at the Fashion Group International's 25th annual Night of Stars event. In 2010 John Paul founded Grow Appalachia, a non-profit initiative that helps Appalachian families plant a healthy future by providing skills and resources needed to grow sustainable food. In the last year the program has helped hundreds of families plant and harvest their own gardens, as well as community gardens to yield more than 60,000 pounds of fresh, high-quality vegetables.



Steve Maxwell

Steve Maxwell formed TechKNOWLEDGEy Strategic Group (TSG) in 1992 to provide consulting and advisory services to the environmental and water resource industries. The firm offers merger and acquisition advisory services as well as strategic and management consulting support to a broad array of companies in the commercial environmental and water industries. Mr. Maxwell has been instrumental in initiating and managing over fifty successful acquisition and merger transactions, developing more practical strategic planning processes, and building more effective sales and marketing programs for many of the leading companies in the commercial water and environmental industry. Over the years, his firm has been active in assisting numerous major global corporations to evaluate and build new businesses in various sectors of the water industry.

Mr. Maxwell has built a leading specialized investment banking practice in the water industry, representing various industry players - large and small - in merger and acquisition transactions. This practice has become particularly well-known in the environmental engineering, laboratory testing, and water/wastewater businesses. Over the years, TSG has worked with many of the major players in the water and wastewater treatment business, and he has represented buyers and sellers in numerous acquisition transactions, in deals involving firms such as Brown and Caldwell, Aqua-Aerobic Systems, Severn Trent, Monsanto, Arcadis, Dow Chemical, MWH Global, Xylem, MAC-TEC and dozens of smaller companies. He has also worked with many start-up businesses, venture capital firms, and private equity groups on water industry investments.

Mr. Maxwell has 30 years of experience in the environmental and resource management fields. Prior to founding TSG, he served as Vice President of Marketing for the hazardous waste management company USPCI.; Manager of Strategic Planning for Union Pacific Corporation; and Executive Vice President of Recra Environmental, an environmental lab and consulting firm. Previously, he held marketing and

planning positions in the mining and energy industry. Maxwell is also an associate and partner in Summit Global Management - the world's original water hedge fund, and also a leader in water rights investing.

Mr. Maxwell is the Editor of the Water Market Review - one of the industry's most comprehensive reviews of current trends, developments, and competitive data. He is the author of The Future of Water - an in-depth look at the future of our global water challenges - and hundreds of articles on the water and environmental industries. He is active on various corporate and advisory boards, and speaks often at industry conferences. He was recently named to the Board of Directors of WaterAid America - one of the world's largest charitable water organizations. He is a contributing editor to AWWA Journal, the Environmental Business Journal, American Water Intelligence, Water Underground Infrastructure Management, and the Environmental Lab Report. He holds Masters Degrees in Public Policy and in Geological Sciences from Harvard University, and is a Phi Beta Kappa graduate of Earlham College.