



SAVE THE DATE!

THURSDAY

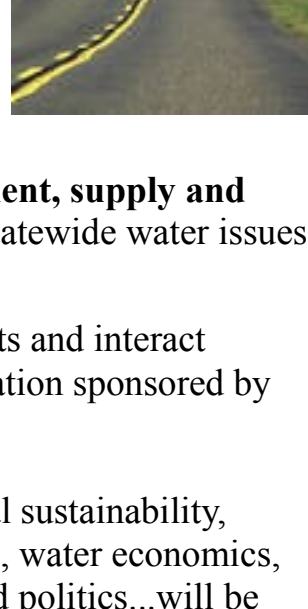
APRIL 21, 2011

ANNOUNCING THE...

19th ANNUAL WATER SYMPOSIUM

COURTYARD BY MARRIOTT – OXNARD

The Association of Water Agencies of Ventura County announces the 19th Annual Water Symposium



“ON THE ROAD TO UTOPIA ... VENTURA COUNTY’S JOURNEY TO WATER SUSTAINABILITY”

This is a challenging year for water management, supply and policy. Join us as we explore critical local and statewide water issues facing each and every Californian.

Get updated information directly from the experts and interact through “real time” electronic audience participation sponsored by Cal Lutheran University.

Stimulating topics such as water law, agricultural sustainability, environmental needs, conservation requirements, water economics, regulations, supply options, solutions, policy and politics...will be discussed!

Opening Keynote

“TRUTH OR DARE ... DISPELLING MYTHS TO BEST MANAGE CALIFORNIA WATER”

ELLEN HANAK, Public Policy Institute of California – “Moving Beyond Myth in California Water” Faced with so many challenges, California needs to base its water policy decisions on an accurate understanding of the state’s water problems — and adapt its water management system to 21st-century conditions. Unfortunately, myths about California’s water are abundant and hinder the development of effective policies to manage this important resource. Learn results of the latest studies and get your water facts straight!

Panel #1 “THE ‘BIG BUCKS’ THEORY...WHEN SCIENCE, ECONOMICS AND THE WATER INDUSTRY COLLIDE”

Different stakeholders have different visions. If you locked a water purveyor, a regulator, and an economist in the same room, could they come up with a local water supply solution?

Panel Facilitator: **Stacy Roscoe**, AWA Symposium Chair

Panel Members:

- Water Purveyor: **Lynn Takaichi**, Vice President-Kennedy/Jenks Consultants
- Water Quality Regulator: **Sam Unger**, Director-LARWQCB
- Water Economist: **David Sunding**, UC Berkeley

Panel #2 “IN SEARCH OF HARMONY”

How do you balance our Ventura County Environmental, Quality, and Quantity needs. What needs to CHANGE with REGULATIONS AND LEGISLATION on a statewide basis? Is there a permanent reduction in water supply due to environmental/ecological/habitat conservation planning?

Panel Moderator: **Joe Gibson**, Principal-Impact Sciences, Inc.

Panel Members:

- **Greg Wilkinson**, Attorney and Partner-Best Best & Krieger
- **Jonas Minton**, Water Policy Advisor-Planning and Conservation League
- **Mike Wade**, Executive Director, California Farm Water Coalition

Closing Keynote

“IS WATER RUNNING OUT OF POLITICAL STEAM?”

GERALD E. “JERRY” JOHNS, Deputy Director of the California Department of Water Resources under Governor Arnold Schwarzenegger, Retired.

An insider’s look at what may be in store from the Brown administration, and a perspective of where they are and where they need to be to make complex water issues come together.

Mark your calendar: Thursday, April 21, 2011

Time: 8:00 am - 1:30 pm

Location: Courtyard by Marriott, 600 E. Esplanade Dr., Oxnard, CA 93036

Watch for your official event invitation/ registration form for this one-day conference, coming soon!

Admission includes continental breakfast, conference sessions, exhibit fair, awards ceremony, served luncheon and CDPH contact hours.

- **SPONSOR THIS EVENT!**
- **SHOWCASE YOUR COMPANY/AGENCY!**

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES!

Showcase your company/agency!

Receive recognition and appreciation!

AWA needs and greatly appreciates your support!

Return the form below to AWA by mail, fax, or email!

Sponsor Information

Company Name _____

List EXACTLY as you want it printed for recognition

Company Contact _____

Brief Company Description _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Authorizing Signature _____ Date _____

Indicate Sponsor Level

Champion.....\$2500

Patron.....\$1000

Sponsor.....\$500

Sponsor & Exhibitor\$650

Exhibitor (Member).....\$250 *

Payment Options

check enclosed Invoice us prior to event

~AWA Federal Tax ID #77-0232669~

IMPORTANT:

In order to have your company listed in the event invitation, please return this form prior to March 15, 2011

*sponsors at the “exhibitor only” level are not listed in the event invitation.

Watch for event registration form to purchase attendee tickets (includes continental breakfast, full conference, exhibits and lunch).

Save the Date April 21, 2011

Sponsorship Levels

CHAMPION.....\$2500

- Top Billing on Printed Materials
- Special Appreciation Banner
- Announcement by Company Rep at Event
- Distribute Company Info in Attendee Packets
- Company Name on Signage
- Free Exhibit Space
- Reserved VIP Table for 8 (conference & lunch)

PATRON.....\$1000

- Prominent Recognition on Printed Materials
- Acknowledgement on Banner
- Company Name on Signage
- Free Exhibit Space
- Two Complimentary Tickets

SPONSOR.....\$500

- Listing on Printed Materials
- Company Name on Signage
- One Complimentary Ticket
- Discounted Exhibit Space.....\$150

EXHIBITOR (MEMBER).....\$250

EXHIBITOR (NON-MEMBER).....\$300

- Opportunity to Showcase Your Company
- Provisions Include One 6-foot Skirted Table
- Electricity, Chairs

Water is a Precious Resource... Support AWA Participate, Learn, Speak!

If you have any questions please contact AWA:

5156 McGrath Street, Suite 104 · Ventura, California 93003 · Tel: (805) 644-0922 · Fax: (805) 644-0435 · awa@awavc.org