

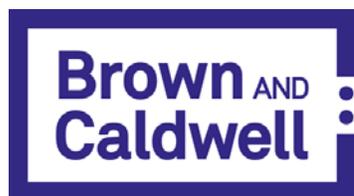


WaterReuse Association
Northern California Chapter Meeting – Agenda
February 21, 2014, 9:00 AM to 1:00 PM
EBMUD, 375 11th Street, Oakland, CA

AGENDA – Drought Response with Recycled Water

8:30 – 9:00	Breakfast/Refreshments
9:00 – 9:15	Welcome Dawn Taffler, President, Northern California Chapter, WaterReuse Alexander Coate, East Bay Municipal Utility District
9:15 – 9:45	Marketing Recycled Water in a Drought...or Anytime Lori Steere, East Bay Municipal Utility District
9:45 – 10:15	Drip Drop Drought Rates 101 – It’s Coming, Be Financially Prepared Alex Handlers, Bartle Wells Associates
10:15 – 10:45	Partnering to Success with Recycled Water – Leveraging Opportunities and Addressing Challenges Together Jayne Strommer, Delta Diablo Sanitation District
10:45 – 11:00	Break
11:00 – 11:30	Case Study of a Successful In-Plant Water Reuse Project that Solved the Water Shortage Problem While Provided a Good Payback for a Major Petrochemical Plant Joseph Wong, Brown and Caldwell
11:30 – 11:55	Marketing Drought-Proof Recycled Water Supply Meenakshi Ganjoo, Santa Clara Valley Water District
11:55 – 12:00	California Section Update and Response to the Governor's Drought Emergency Pam John, Northern California Chapter Trustee to the CA WaterReuse Board
12:00 – 1:00	Lunch and Networking
Location:	East Bay Municipal Utility District 375 11 th Street, Oakland, CA, 94607
Transportation:	The 12 th Street BART station is about one block west of EBMUD at Broadway and 11 th Streets. Additionally, there is a public parking structure immediately to the south of EBMUD at the Pacific Renaissance Plaza.

Program Sponsors:



Speaker Bios:

Lori Steere promotes the use of recycled water on behalf of EBMUD, where she has been working as a Community Affairs Representative since December 1999. EBMUD recognized Lori with an Outstanding Performer Award in 2006 and a Team Achievement Award in 2004. Lori serves as the developer and manager for EBMUD's recycled water irrigation customer-training project, which included producing two videos, in addition to a comprehensive customer training manual. This training program has won four awards at the local, state, and national levels. Lori also originated EBMUD's national-award-winning horticultural site evaluation program for recycled water irrigation customers. Lori is an honors graduate of Scripps College in Claremont, California, where she received a Bachelor of Arts degree.

Alex Handlers is a principal consultant and vice-president of Bartle Wells Associates, an independent public finance consulting firm that specializes in water and wastewater rates and finance. His areas of expertise include water and wastewater financial planning, rate and fee studies, and project financing. He is a Certified Independent Public Finance Advisor and has helped California agencies obtain over \$2 billion in infrastructure financing via bonds, COPs, bank loans, lines of credit, and various federal and state grant and loan programs. He has consulted for over 100 California water and wastewater agencies including many in the Bay Area such as Redwood City, San Mateo, Milpitas, Mountain View, Santa Clara, Sunnyvale, San Carlos, SFPUC, EBMUD, Alameda County Water District, East Palo Alto Sanitary District, Union Sanitary District, Mid-Peninsula Water District, and Silicon Valley Clean Water.

Jayne Strommer is the Government Affairs Manager at Delta Diablo. Jayne manages and coordinates funding for Delta Diablo projects and for regional projects led by Delta Diablo. This includes lead agency administration for the twenty-two member Western Recycled Water Coalition. Jayne has 25 years of experience working for State, County, City and Special Districts, covering environmental regulatory compliance, water program management, policy and funding administration. Jayne's academic credentials include a B.S. in Biology from the University of Minnesota, an M.S. in Biology from Virginia Commonwealth University, and an MPA from Golden Gate University.

Joe Wong is Chief Engineer and advanced water treatment and reuse technology leader for Brown and Caldwell, with over 30 years of experience in consulting and engineering experience for public and private sector clients. He has BS and MS in Chem Eng from Univ. of Washington and is a registered ChE and CE in California and two other states, and a Board Certified Environmental Engineer. He has conducted many pilot plant studies on advanced treatment for water reuse and was instrumental in the full-scale implementation of two major industrial water recycling projects using membrane technologies of UF/RO (petrochemical and steel industries). Joe is a member of WaterReuse Association's Industrial Water Reuse Committee and a Trustee of the CA-NV Section AWWA. Presently he is leading the AWWA subcommittee to prepare a new manual of practice, M62 – Membrane Applications for Water Reuse. He is the primary author/presenter of over 100 technical papers and four handbook chapters in the environmental field.

Meenakshi Ganjoo is a Program Administrator at the SCVWD, responsible for customer and community relations, including the recycled water outreach. Ms. Ganjoo has more than 25 years experience in communications, including journalism, community relations, marketing, media relations, event planning, web management, strategic planning, stakeholder relations and technical writing. During these years she has worked in India, Oman, Australia and the United States. She has designed and implemented various outreach programs and campaigns, including the water district's award-winning water conservation campaign "For a better world...Save 20 gallons." Meenakshi has a B.A. in Economics and Political Science from the Lady Shri Ram College in Delhi, India, and a Masters in Journalism from the University of Technology, Sydney, in Australia.