



# **The Future of Flow: Purified Water Projects and Emerging Trends in Digital Infrastructure**

Melody LaBella, Central San  
WaterReuse NorCal Chapter President  
May 1, 2026

# Thank you to our Planning Team!

- **WaterReuse Association NorCal Chapter**
  - Claudia Llerandi, Kennedy Jenks (Vice President)
  - Reena Thomas, EBMUD (Secretary)
  - Ted Couch, Jacobs (Liaison to WRCA Board of Trustees)
  - Courtney Rubin, West Yost (Program Chair)
  - Pedro Hernandez, Carollo
  - Darwin Lasat, City of San Jose
  - Daniel Lopez, Black & Veatch
  - Diego Martinez Garcia, City of Palo Alto
  - Medi Sinaki, Valley Water
- **Host: Valley Water**



Thank you to  
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## The Future of Flow

|                         |   |
|-------------------------|---|
| <b>9:30 - 10:00 am</b>  | <b>Refreshments and Networking</b>  |
| <b>10:00 – 10:05 am</b> | <b>Welcome/Introductions</b><br>Melody LaBella, President, WateReuse Northern California Chapter<br>Richard Santos, Vice-Chair, Valley Water Board of Directors (invited) |
| <b>10:05 – 10:45 am</b> | <b>Overview of Pure Water Silicon Valley</b><br>Hossein Ashktorab, Valley Water<br>Brian Pecson, Trussell Technologies  |
| <b>10:45 – 11:00 am</b> | <b>Network Break</b>  |
| <b>11:00 – 11:30 am</b> | <b>Pure Water Soquel: The Future is Flowing</b><br>Melanie Mow Schumacher, Soquel Creek Water District<br>Rebecca Gold Rubin, Soquel Creek Water District                 |
| <b>11:30– 11:45 am</b>  | <b>Network Break</b>  |
| <b>11:45– 12:15 pm</b>  | <b>Data Center Water Management and Reuse</b><br>Melanie Holmer, Jacobs   |
| <b>12:15 – 12:25 pm</b> | <b>WateReuse California Board of Trustees Update</b><br>Ted Couch, Jacobs, WateReuse NorCal Chapter Liaison to Board of Trustees  |
| <b>12:25 – 12:30 pm</b> | <b>Closing Remarks</b><br>Melody LaBella, President, WateReuse Northern California Chapter  |
| <b>12:30– 1:30 pm</b>   | <b>Networking and Lunch</b>   |



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