Water Leaders

WEFTEC
- "Navigating Our Water's Future"
  - Smarter ways to manage water
  - A more holistic approach
- October 1, 2012
- New Orleans
- Facilitator
  - Jeff Eger
    - Executive Director - Water Environment Federation

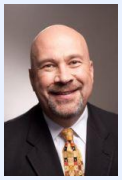
Kala Vairavamoorthy

- Executive Director - Patel School of Global Sustainability, University of South Florida
- Academic perspective
- "Water machine"
  - Clean water
  - Energy
  - Nutrients
- Decentralized approach
  - CAPEX vs. OPEX
  - Need to be professionally managed
- Value of water
  - Start early with school children
  - Demonstration projects
    - Local advocates

Gretchen McClain

- CEO - Xylem
- Technology provider perspective
- Opportunities
  - Transporting
  - Treating
  - Analyzing
- Requirements
  - Energy efficiency
  - Full cost of ownership
  - Smart infrastructure
  - Demonstrate technology in a "test bed"
- The value of water
  - Education
  - Marry components together for better efficiency
- Innovation from third world projects

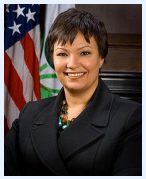
Jeff Sterba



- President & CEO - American Water
- Private utility perspective
- Balance between decentralized systems & integration into larger communities
- Holistic approach
  - Drinking water
  - Wastewater
  - Stormwater
  - Industrial water
- Break down projects into bite-sized pieces to reduce risk
- Must learn from failure as you push a frontier

Lisa Jackson

"We should refer to ourselves as water practitioners."



- EPA Administrator
- Water is about health
- An irreplaceable resource
- 8% of Americans do not have access to water that meets basic drinking water standards
- EPA is working with US Department of Commerce to export water treatment technology to the rest of the world
- Global water cluster in Cincinnati, OH
  - Bringing communities together
    - Utilities
    - Business
    - Government
    - Academia
- Major initiatives
  - Reuse
  - Water/energy nexus
  - Integration of green infrastructure
  - Public/private partnerships
    - Pilot testing
    - Technology verification
    - Joint agreement on metrics of success

George Hawkins

- GM - DC Water
- Public utility perspective
- Communicate to general public the value of water
  - Monthly billing statements
  - Speaking at schools
  - Social media
    - Twitter
    - Facebook
  - Visible projects to gain momentum

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