

**Making Progress
More Apparent**

February 25–28, 2014
Savannah, Georgia

The
**Utility
Management**
AWWA | WEF
Conference™



American Water Works
Association



This conference is jointly organized by the American Water Works Association (AWWA) and the Water Environment Federation (WEF) and held in cooperation with the Georgia Association of Water Professionals (GAWP).

Join key water and wastewater managers and professionals at The Utility Management Conference™ and learn the latest approaches, practices, and techniques in the field. Participate in a diverse set of workshops, sessions, and panels providing innovative tools, successful techniques, and emerging solutions that promote effective utility management.

Opening General Session

The conference planning committee is extremely pleased to announce that Dr. Kalanithy Vairavamoorthy, dean of the Patel College of Global Sustainability at the University of South Florida, will serve as the keynote speaker during the opening session. Dr. Vairavamoorthy is an internationally recognized expert on urban water issues whose research focuses on current urban water system stressors and planning for sustainable urban water systems of the future. He will share his experiences and visions in a session that is sure to inspire each member of the water sector.



Registration Fees

Super Saver Deadline:

January 24, 2014

Full Conference (Super Saver):

\$630 member*/\$870 nonmember

Full Conference:

\$775 member*/\$1,030 nonmember

One-Day Conference (Super Saver):

\$370 member*/\$470 nonmember

One-Day Conference:

\$440 member*/\$520 nonmember

Student Registration:

\$0 member*/\$100 nonmember

*Member pricing is available to both WEF and AWWA members.

Note: Cancellations must be received by February 14 to be eligible for a refund.

Professional Development Hours

Earn up to 15 Professional Development Hours (PDHs) or 0.6 Continuing Education Units (CEUs) by attending The Utility Management Conference. PDHs are earned by attending the opening general session and technical sessions, and CEUs are issued for pre-conference workshops. Please note: Conference participants are responsible for exploring their state requirements to confirm these educational credits are recognized.

Young Professionals Summit

YP Summit: \$110

YP Summit + The Utility Management Conference™: \$200

Come for the summit. Stay for the conference.

Join young professionals from across North America in Savannah, Georgia, on February 25, 2014, at the Young Professionals Summit held in conjunction with The Utility Management Conference. This year's theme, "Project Leadership," focuses on the importance of mentorship, delegation, and building business relationships. Then, stay for the conference to gain new insights from leaders and experts in utility management.

www.wef.org/UtilityManagement2014

Full-Day Workshop (Super Saver):

\$160 member/\$180 nonmember

Full-Day Workshop:

\$175 member/\$200 nonmember



Half-Day Workshop (Super Saver):

\$90 member/\$110 nonmember

Half-Day Workshop:

\$110 member/\$130 nonmember



WaterOpolis — The Value of Water Issues & Choices Utility Budgeting Simulation

Workshop A | 8:30 am – 12:00 pm

WaterOpolis is a budgeting simulation board game that allows for a diverse group of perspectives to be considered and heard. The primary intent of this workshop is to introduce participants to a unique stakeholder engagement tool which can be used by utility organizations to engage stakeholders.

Effective Performance & Rewards Management: Keys to Increasing Workforce Effectiveness

Workshop B | 8:30 am – 12:00 pm

This workshop will provide three perspectives. First, the principles of effective performance and rewards management will be presented, along with examples of effective strategies. Then, the stories of two utilities will be told: one operating with

a separate board and one operating as a department within a major city. These stories are indicative of the experiences of most utilities—pressure to do more with less and to control workforce costs without sacrificing performance.

Integrating Life-Cycle Costs and Asset Management into the Procurement of Design-Build Delivery for Water and Wastewater Projects

Workshop C | 8:30 am – 12:00 pm

This workshop provides utility managers and officials with knowledge about how to work with personnel in developing the procurement documents to assure operation components such as life-cycle costs, asset management, and risk are integrated. Attendees will also gain knowledge on factors to consider in the transition process for operations and maintenance.

Branding Water Utilities for the 21st Century (Offsite)

Workshop D | 8:30 am – 5:00 pm

Water utilities have to change the way they do business and the way stakeholders perceive them to reflect the new realities of consumer expectations, a constrained economy, and ever-increasing environmental scrutiny. They must create a new “water experience.” In response, many wastewater treatment facilities are now recognizing their influent is full of raw materials and are grappling with how to transform and optimize themselves to become viable resource recovery facilities that will make waste into real-world, environmentally-friendly resources. This workshop will be an exercise in how to rebrand a utility and what that means both to the organization and its stakeholders.

Asset Management Plus Sustainability: Creating Value from Aligning Two Powerful Utility Initiatives

Workshop E | 1:30 pm – 5:00 pm

Asset management and sustainability (social, economic, and environmental) are most often undertaken as separate initiatives by the same utility, without realizing that the initiatives could be aligned and structured to support each other. As a result, most utilities engaged in these change initiatives fail to realize efficiencies, miss opportunities to improve allocation of staff and other resources, lose the chance to improve external communications with data collected from both efforts, or miss reaping additional cost savings. By exploring the alignment of AM and sustainability, the business case for doing so, and implementation strategies, this workshop will provide utility managers with several ways to strengthen utility performance over time.

Critical Developments in Security & Preparedness for Utility Managers

Workshop F | 1:30 pm – 5:00 pm

If Superstorm Sandy and related events demonstrated anything, it's that every utility

must integrate security and preparedness into operational planning process. This is about maintaining mission continuity in an all-hazards environment, which begins with management commitment to making it a priority. This session builds on recent national homeland security priorities, sector priorities, and initiatives that all seek to enhance the security and preparedness of our infrastructure.

High-Performing Information Systems Aligned With Utility Business Strategy

Workshop G | 1:30 pm – 5:00 pm

The Water Research Foundation recently published a book addressing the alignment of high-performing information systems with utility business strategy (Web Report #436). This workshop will feature a panel that will review the major concepts captured in the book and will focus on real-world examples illustrating the concepts resulting from the research effort. The discussion will be led by utility executives and industry leaders, and workshop participants will have an opportunity to contribute their own thoughts and experiences.

Rate-Approval Process Communication Strategy and Toolkit: A Working Workshop and Peer-to-Peer Exchange

Workshop H | 1:30 pm – 5:00 pm

The half-day workshop will be structured as a forum for utility management professionals to learn about, discuss, and document rate-approval processes. Workshop participants will be presented with a series of utility rate messaging strategies and communication frameworks (by presenters and utility partners). Real-time audience polling will be used to share impressions and perspectives on the effectiveness of different techniques.



www.wef.org/UtilityManagement2014

Schedule-at-a-Glance



Wednesday, February 26	
8:30 am – 10:00 am	Opening General Session
10:30 am – 12:00 pm	Technology's Role Within a Utility
	Public Involvement and Communication
	Capital Planning and Optimization
12:00 pm – 1:30 pm	Luncheon
1:30 pm – 3:00 pm	IT and Technology in Operations and Maintenance
	Business Practice Optimization 1
	New Strategies in Financial Planning
3:30 pm – 5:00 pm	Succession Planning
	Business Practice Optimization 2
	Finance and Rates
5:00 pm – 6:30 pm	Networking Reception
Thursday, February 27	
8:30 am – 10:00 am	Utility Leader Forum: Keys to Measuring and Reporting Progress
	Upgrading Wastewater Facilities Without Multi-Million Dollar Facility Upgrades
	Regulatory Issues

10:30 am – 12:00 pm	Utility Leader Forum: Who Cares About Your Success (Besides You)?
	Infrastructure Reinvestment and Management
	EPA's CREAT (Climate Resilience Evaluation and Awareness Tool) – A Case Study
1:30 pm – 3:00 pm	Utility Leader Forum: How to Get Internal Buy-In to Promote Progress
	Operational Optimization
	Sustainability and the Utility
3:30 pm – 5:00 pm	Asset Management
	Rehabilitation Management
	Security and Emergency Preparedness
Friday, February 28	
8:30 am – 10:00 am	Employee Development
	Customer Service
	Stakeholder Communication
10:30 am – 12:00 pm	Leadership and Development
	Utility Management
	Benchmarking and Performance Measurement

Hotel Accommodations

Hyatt Regency Savannah

2 West Bay Street
Savannah, GA 31401

Reserve Online:

<https://resweb.passkey.com/go/WEF2014>

Reserve By Phone:

1.888.421.1442

Book your hotel at the Hyatt Regency Savannah by February 2 to be eligible for the discounted conference rate of \$154 per night.

Please note: The conference rate is available on a first-come, first-served basis. When booking, please ask for the Water Environment Federation—Utility Management.

Sponsorship Opportunities

Sponsors of The Utility Management Conference will receive unparalleled exposure to an elite attendee base. Opportunities include new conference-wide packages containing ad placements in the conference program; registration giveaways, such as tote bags, lanyards, proceedings on a flash drive, stylus pens, and sunglasses; support of the opening general session, breaks, the luncheon, and the networking reception; and new hotel sponsorships, such as key cards and door drops. Each opportunity offers multiple branding exposures (pre-show and onsite) at price points designed for any marketing plan.

For More Information, Contact:

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