

The Utility Management Conference™ 2010

Common Challenges, Management Solutions

February 21 – 24, 2010

InterContinental San Francisco Hotel
San Francisco, California

The
Utility
Management
Conference™

AWWA | WEF



Water Environment
Federation
the water quality people™



Jointly sponsored by the American Water Works Association
and the Water Environment Federation, in cooperation with the
California Water Environment Association.

www.wef.org/UtilityManagement

Only The Utility Management Conference™...

- ➔ Convenes top decision-makers and business management personnel to discuss the “Ten Attributes of Effectively Managed Water Sector Utilities,” covering a broad range of topics such as workforce strategies; sustainability; asset, financial, and stakeholder management
- ➔ Provides an environment for sharing experiences and lessons learned with your peers, consulting with those who can address your utility needs, and hearing about the latest-and-greatest ideas and innovations from the leaders in your field
- ➔ Offers you the training you need to acquire and/or maintain certifications including Continuing Education Units and Professional Development Hours
- ➔ Covers today’s water and wastewater utility management challenges



This Year In San Francisco...

The Utility Management Conference™ will offer a diverse set of workshops, sessions, and panels that convey innovative tools, explore successful techniques, and share emerging solutions all centered around the key attributes of effective utility management.

The Utility Management Conference™ 2010 Caters To:

- ➔ Water and Wastewater Utility Managers
- ➔ Public Works Directors
- ➔ District Managers
- ➔ Water and Wastewater Treatment Professionals
- ➔ Consultants
- ➔ Public Officials
- ➔ Regulatory Board Members
- ➔ Utility Finance Professionals
- ➔ Human Resource Professionals
- ➔ Public Affairs Managers
- ➔ Information Managers

Please visit www.wef.org/UtilityManagement for complete conference details.

In 2007, the U.S. Environmental Protection Agency, the American Water Works Association, the Water Environment Federation, and other national water and wastewater associations, agreed to jointly promote effective utility management based on the five Keys to Management Success and The Ten Attributes of Effectively Managed Water Sector Utilities, which include:

- ➔ Product Quality
- ➔ Customer Satisfaction
- ➔ Employee and Leadership Development
- ➔ Operational Optimization
- ➔ Financial Viability
- ➔ Infrastructure Stability
- ➔ Operational Resiliency
- ➔ Community Sustainability
- ➔ Water Resource Adequacy
- ➔ Stakeholder Understanding and Support

The Utility Management conference committee focused on these key topics and other hot issues to create an exciting and useful program for this annual event.

WEF helps you earn the educational credits you need.



Upon successful completion, earn up to a maximum total of .6 Continuing Education Units (CEUs) and 15 Professional Development Hours (PDHs). CEUs are earned by participating in workshops. PDHs are earned by attending the opening general session and technical sessions. Please note: Conference participants are responsible for exploring their state requirements to have their Educational Credits approved for credit.



Workshops

Workshop A

Tools for Addressing Workforce Change

Sunday, February 21 | 8:30 am – 5:00 pm



Super Saver (by 01/20/10)

Member: \$160; Nonmember: \$175

Full Rate (after 01/20/10)

Member: \$180; Nonmember: \$205

Lunch will be provided.

While oriented towards utilities, this workshop will help all types of managers understand key concepts and proven strategies for preparing a comprehensive workforce plan and how to implement many of the components needed to address important workforce issues. Managers will hear from their peers who are in the forefront in these areas, and will receive valuable materials and tools they can use to begin to develop a systematic approach to workforce planning and the various components involved.

Workshop B

Getting the Most From Customer Feedback: Enhancing Service Levels and Improving Operating Efficiencies

Sunday, February 21 | 8:30 am – 12:00 pm



Super Saver (by 01/20/10)

Member: \$90; Nonmember: \$105

Full Rate (after 01/20/10)

Member: \$110; Nonmember: \$130

Utility customers contact their service providers for a variety of reasons, to update account information, billing questions, as well as service and information requests. Obtaining customer feedback through service satisfaction surveys and analysis of this data offers useful information to the utility provider on fundamental needs and expectations of their customers. This presentation will discuss the specific survey data analysis techniques used to identify the areas that have allowed American Water to develop a clear understanding of what is most important to customers, measure performance, track progress, and identify and implement operating initiatives that will have a positive influence on these needs. The workshop will also discuss how utility managers can incorporate this "intelligence" in the operation of their water and wastewater systems for sustainability and improved operating efficiency.

Workshop C

Utility Benchmarking as a Key to Management Success

Sunday, February 21 | 8:30 am – 12:00 pm



Super Saver (by 01/20/10)

Member: \$90; Nonmember: \$105

Full Rate (after 01/20/10)

Member: \$110; Nonmember: \$130

This workshop will present global benchmarking best practice, newly developed and soon to be published in collaboration between International Water Association (IWA) and AWWA.

Super Saver Discount

It covers the principles and definitions of benchmarking, a summary of "how to" benchmark, and provides US and international examples of best practice benchmarking, prepared by the authors of the manual. It also provides a case example of a utility, where both benchmarking and Effectively Managed Utility Framework has been applied and helps set the stage for future research and benchmarking by our industry. Finally, attendees will help assess the value of the new practices, as well as utility readiness and willingness to participate in benchmarking projects.

Workshop D

Meeting Today's Challenges Through Effective Utility Management

Sunday, February 21 | 1:30 pm – 5:00 pm



Super Saver (by 01/20/10)

Member: \$90; Nonmember: \$105

Full Rate (after 01/20/10)

Member: \$110; Nonmember: \$130

This work shop was designed and will be presented by the architects of the Effective Utility Management Initiative and the authors of the primer. The workshop will be a hands-on introduction to the Effective Utility Management concepts, primer, assessment and resources. Participants will leave the workshop with ideas and tools they can immediately put to work at their utility. After becoming familiar with the 10 attributes, participants will be able to focus conference attendance on sessions most relevant to their utility, adding value to their conference experience.

Workshop E

Implementing Asset Management Programs – What Approach is Correct for Me?

Sunday, February 21 | 1:30 pm – 5:00 pm



Super Saver (by 01/20/10)

Member: \$90; Nonmember: \$105

Full Rate (after 01/20/10)

Member: \$110; Nonmember: \$130

This session will begin with an overview of asset management and the industry standard elements of a typical asset management program. The different asset management implementation approaches will be also be described Case studies will be presented that demonstrate how the different approaches were used and discuss the lessons learned through each. The session will end with a round-table discussion where the participants will be split into 4 groups with 4 facilitators to discuss their opinions of the pros and cons of the different approaches and give their determination of which implementation method may fit best for their utility and why. The groups will then share their results and have a final open discussion.

Please visit www.wef.org/UtilityManagement for workshop learning objectives and coordinators.

Ends January 20, 2010

Sponsorship Opportunities...

...at The Utility Management Conference™ are designed to provide exposure to an elite attendee base. Opportunities range from registration giveaways such as eco-friendly lanyards and water bottles to ad placement in the Conference Program and support of session breaks and the luncheon. Each opportunity offers multiple branding exposures pre-show and onsite at price points designed for any marketing plan.

Sponsor Benefits

- ➔ Enhanced exposure to attendees
- ➔ Sign recognition at sponsored event
- ➔ Logo with sponsorship directory listing and contact information in conference program
- ➔ Logo enhanced online sponsorship directory listing
- ➔ Pre-registered and Final attendee lists in Excel format
- ➔ One (1) full conference registration

Please visit the Sponsorship Opportunities page on the conference Web site to view a full list of opportunities and details.

Questions about Becoming a Sponsor?

Sarah Evans, Exhibition Sales Coordinator

Phone:703-684-2400 ext. 7739

E-Mail: sevans@wef.org



Sponsorships Work!

Sunday, February 21	
7:30 am – 5:00 pm	Registration
8:30 am – 5:00 pm	Workshop A: Tools for Addressing Workforce Change
8:30 am – 12:00 pm	Workshop B: Getting the Most from Customer Feedback: Enhancing Service Levels and Improving Operating Efficiencies
	Workshop C: Utility Benchmarking as a Key to Management SuccessES
1:30 pm – 5:00 pm	Workshop D: Meeting Today's Challenges Through Effective Utility Management
	Workshop E: Implementing Asset Management Programs – What Approach is Correct for Me?
Monday, February 22	
7:30 am – 5:00 pm	Registration
8:30 am – 10:00 am	Opening General Session
Morning Technical Sessions	
10:30 am – 12:00 pm	Session 1: Employee Development
	Session 2: Energy Management
	Session 3: Long Term Financial Planning
12:00 pm – 1:30 pm	Luncheon
Afternoon Technical Sessions	
1:30 pm – 3:00 pm	Session 4: Workforce Strategies
	Session 5: Building Successful Stakeholder Relationships
	Session 6: Developing a Strategic Asset Management Program
3:30 pm – 5:00 pm	Session 7: Ensuring Operational Resiliency and Optimization through Internal Control
	Session 8: Tackling Today's Top Management Challenges
	Session 9: Community Sustainability through Infrastructure Planning
5:00 pm – 6:30 pm	Networking Reception
Tuesday, February 23	
7:30 am – 5:00 pm	Registration
Morning Technical Sessions	
8:30 am – 10:00 am	Session 10: Leadership Development
	Session 11: Customer Satisfaction
	Session 12: How Washington, D.C. and California are Advancing the Energy / Water Linkages
10:00 am – 12:00 pm	Session 13: Innovative Approaches from Utility Support Services
	Session 14: Financial Viability for Consent Decree Orders
	Session 15: Regional Collaboration: A Path to Future Success?
Afternoon Technical Sessions	
1:30 pm – 3:00 pm	Session 16: Improving Performance Through Effective Measures and Business Intelligence
	Session 17: Financial Viability – Can Budget of Individualized Water Rates Work for You?
	Session 18: Risk Based Approaches for Asset Management
3:30 pm – 5:00 pm	Session 19: Innovative / Best Practices for Distribution Systems
	Session 20: Hot Issue Session
	Session 21: Meet Stakeholder Expectations
Wednesday, February 24	
8:00 am – 12:00 pm	Registration
Morning Technical Sessions	
8:30 am – 10:00 am	Session 22: Incorporating the Ten Utility Attributes to Optimize Utility Operations
	Session 23: Water Reuse Pricing / Water Resource Planning
	Session 24: Data and IT Needs for Asset Management
10:30 am – 12:00 pm	Closing Session

Networking Reception

Monday, February 22 | 5:00 pm – 6:30 pm | InterContinental Ballroom

Please join us at the Networking Reception for complimentary hors d'oeuvres and the chance to interact with your peers from across the country. Held in the impressive Intercontinental Ballroom, this gathering is a great opportunity to see old friends and to meet new acquaintances before heading out for a fun evening in California's San Francisco.

Hotel Accommodations

InterContinental San Francisco Hotel
888 Howard Street
San Francisco, CA 94103

Book your room by January 29, 2010, and join fellow Utility Management attendees staying at the InterContinental San Francisco. Rooms at the discounted conference rate of \$249 per night are available on a first-come, first-served basis. When booking, please ask for The Utility Management Conference.

Reservation Phone: 866-781-2364



Registration Form

The Utility Management
Conference™ 2010

February 21 – 24, 2010 | InterContinental San Francisco Hotel | San Francisco, California

UMC10

WEF Membership # \ AWWA Membership #

First Name (as it should appear on badge)

M.I.

Last Name

Company or Organization

Mailing Address

City

State/Province

ZIP/Postal Code

Country

Telephone Number

Fax Number

E-mail address (in order to receive confirmation by e-mail)

DEMOGRAPHICS *This information must be provided to process your registration*

1. What is the nature of your organization? (ORG) (mark one only)

- Municipal/District Water and Wastewater Systems and/or Plants
- Municipal/District Wastewater Only Systems and/or Plants
- Municipal/District Water Only Systems and/or Plants
- Industrial Systems/Plants (Manufacturing, Processing, Extraction)
- Consulting or Contracting Firm (e.g., Engineering, Contracting and Environmental)
- State, Federal, Regional Government Agency (e.g., U.S. EPA, State Agency, etc.)
- Research or Analytical Laboratories
- Educational Institution (Colleges and Universities, Libraries, and other related organizations)
- Manufacturer of Water/Wastewater Equipment or Products
- Water/Wastewater Product Distributor or Manufacturer's Rep.
- Other (please specify) _____

2. What is your Primary JOB FUNCTION? (JOB) (mark one only)

- Upper or Senior Management (e.g., President, Vice President, Owner, Director, Executive Director, General Manager, etc.)
- Engineering, Laboratory and Operations Management (e.g., Superintendent, Manager, Section Head, Department Head, Chief Engineer, Division Head, etc.)
- Engineering and Design Staff (e.g., Consulting Engineer, Civil Engineer, Mechanical Engineer, Chemical Engineer, Planning Engineer, etc.)
- Scientific And Research Staff (e.g., Chemist, Biologist, Analyst, Lab Technician, etc.)
- Operations (e.g., Shift Supervisor, Foreman, Plant Operator, Service Representative, Collection Systems Operator, etc.)
- Purchasing/Marketing/Sales (e.g., Purchasing, Sales Person, Market Representative, Market Analyst, etc.)
- Educator (e.g., Professor, Teacher, etc.)
- Student
- Elected or Appointed Public Official (Mayor, Commissioner, Board or Council Member, etc.)
- Other (please specify) _____

Important Notes:

- * Cancellations received after February 10, 2010, and registrants who fail to attend are liable for the full registration fee.
- * Your registration information form must be received via fax or mail no later than February 10, 2010, or you will have to register onsite at the InterContinental San Francisco Hotel, San Francisco, California.
- * Do not mail a check or fax credit card information after pre-registration deadline – it will not be processed. Please plan to pay all registration fees onsite.

PLEASE TURN FORM OVER TO COMPLETE REGISTRATION

over

Registration Form (cont.)

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UMC10

Conference Registration Fees		Super Saver Rate (by 01/20/10)		Full Rate (after 01/20/10)		Total
		Member	Nonmember	Member	Nonmember	
<input type="checkbox"/> A	Full Conference	\$595	\$795	\$715	\$950	
<input type="checkbox"/> B	One-Day Conference	\$350	\$450	\$400	\$500	
	<input type="checkbox"/> Monday <input type="checkbox"/> Tuesday					
<input type="checkbox"/> C	Student (valid student ID required)	FREE	\$100	FREE	\$100	
Optional Events						
<input type="checkbox"/> WA	Workshop A: Tools for Addressing Workforce Change	\$160	\$175	\$180	\$205	
<input type="checkbox"/> WB	Workshop B: Getting the Most from Customer Feedback: Enhancing Service Levels and Improving Operating Efficiencies	\$90	\$105	\$110	\$130	
<input type="checkbox"/> WC	Workshop C: Utility Benchmarking as a Key to Management Success	\$90	\$105	\$110	\$130	
<input type="checkbox"/> WD	Workshop D: Meeting Today's Challenges Through Effective Utility Management	\$90	\$105	\$110	\$130	
<input type="checkbox"/> WE	Workshop E: Implementing Asset Management Programs – What Approach is Correct for Me?	\$90	\$105	\$110	\$130	
					Subtotal	
If using a Government P.O. or paying by wire transfer, please add a \$25 nonrefundable processing fee to your total.						
					Total Due	

Payment Instructions

Tax ID# 53-0225129

Registration cannot be accepted without payment. Government purchase orders are not accepted onsite.

- Government Purchase Order (O) (P.O. must accompany registration form) P.O. No. _____
- Wire Transfer (WT) Transfer No. _____
- Personal Check (P) | Company Check (C) (Payable in U.S. funds to WEF) Check No. _____
- MasterCard (M) | VISA (V) | American Express (A)

Card Number _____ Exp. Date _____

Signature _____

I authorize WEF to charge my credit card for the amount indicated above.

What's Included With Your Registration

	Full Conference	Student	One-Day
Technical Sessions	Yes	Yes	Registered Day Only
Networking Reception	Yes	Yes	Registered Day Only
Luncheons	Yes	No	Monday Only
Proceedings	Yes	Yes	Yes
Workshops	No	No	No



Mail (Please either fax OR mail)

WEF: The Utility Management Conference 2010
c/o CSI
PO Box 591, Brookfield, IL 60513-0591, USA



Fax form to 708-344-4444 (no cover page)



Registration Information

Registration Information

Register EARLY and SAVE \$\$ — All registration forms received by January 20, 2010, will qualify for the super saver rate. All registrations received after January 20, 2010, will be charged the full rate. All registrations received by February 10, 2010, will receive confirmation notice by e-mail within seven business days. Registrations received after February 10, 2010, will not be processed — please register onsite at the WEF conference registration desk in the InterContinental San Francisco Hotel. Badges and conference materials may be picked up at the WEF conference registration desk in the InterContinental San Francisco Hotel.

Cancellation Policy

All requests for refunds must be submitted in writing on company letterhead with a detailed explanation by February 10, 2010. A 25% administrative fee will be deducted from all refunds. Registrants who fail to notify WEF of cancellation by February 10, are liable for the full registration fee.

FAX or MAIL cancellations or substitution requests on company letterhead to:

WEF: The Utility Management Conference 2010
Attn: Registration Department
601 Wythe Street
Alexandria, VA 22314
Fax: 703-684-2471

Transportation Information

Airport: San Francisco International Airport (SFO)

Taxi Fare: Approximately \$45 one way

SuperShuttle: \$25 one way; shuttles depart from the center island transportation zones on the Arrivals/Baggage Claim Level of the International Terminal and Domestic Terminals 2 and 3; shuttles drop off at the terminal curbs on the Departures/Ticketing Level of all terminals; call 800-BLUE-VAN (800-258-3826).

Hotel Information

InterContinental San Francisco Hotel
888 Howard Street
San Francisco, CA 94103

Hotel Phone: 888-811-4273

Reservation Phone: 866-781-2364

Hotel Fax: 415-616-6621

Room Rate: \$249 single/double, (plus 14% tax)

Government Rate: \$185 queen, (plus 14% tax); \$205 king (plus 14% tax).

Subject to change.

Please make your hotel reservations as early as possible as the block may sell out. **When calling, ask for the Utility Management Conference.** Cut-off date is January 29, 2010. WEF cannot guarantee the conference rate after the cut-off dates, and rooms are available on a first-come, first-served basis.

Hotel Parking: Valet-only: \$56 per day

Registration Instructions

- Use one form per person. Please photocopy if more than one form is needed.
- Registration cannot be accepted without full payment (check or credit card) or government purchase order.
- Online and faxed registrations will be accepted with credit card payment only. To avoid duplicate charges, DO NOT mail the original.
- Make checks payable to the Water Environment Federation in US funds.
- Purchase orders are accepted from US Government agencies only and must be approved with all authorized signatures and the purchase order number referenced in the payment section of the registration form. You must include a copy of the purchase order with the registration form. Government purchase orders will not be accepted onsite.
- Wire transfers are accepted. For more information, contact WEF Registration at 1-800-666-0206, select menu option #2.
- WEF charges a \$25 non-refundable processing fee per registrant for Purchase Orders and Wire Transfers.



Online
www.wef.org/UtilityManagement



Fax
708-344-4444 (No cover page)
Faxed registration requires credit card payment.
Due to registration volume, we cannot confirm fax receipts by phone.



Mail (Please do not FAX and Mail)
WEF: The Utility Management Conference
c/o CSI
PO Box 591
Brookfield, IL 60513-0591
USA



Promoting & Enhancing
the Global Water Environment

601 Wythe Street
Alexandria, VA 22314-1994 USA

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The Utility Management Conference™ 2010



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