

Corporate WaterVision 2010

Thought Leaders and Visionaries Gather
to Re-Think Water's Role in the 21st Century

An Infocast Deal Working Event



June 7-9, 2010 | Almas Temple Club | Washington, DC

Global market leaders share their plans, policies and initiatives for handling today's new water risks and opportunities

- Hear how corporations like Archer Daniels Midland Company, Diversey, Inc., DuPont, GE, IBM, Intel Corporation, JP Morgan Chase & Co., MillerCoors, and The Coca Cola Company are managing their water exposure
- Get the complete strategic context of corporate water risk: climate change, drought impacts, market and corporate valuation, new policies and regulation, infrastructure funding, water pricing and water rights
- Hear 4 detailed case studies on how companies have made their water processes more efficient
- Acquire emerging best practices and discover new technology options from peers across different industries



Plus, Don't Miss the Pre-Summit Workshop:
**Tools and Strategies for Enterprise
Water Stewardship**

June 7, 2010

www.infocastinc.com/corporatewater

Government Keynotes:

Earl Blumenauer

Congressman

US House of Representatives (OR-03)

Peter S. Silva

Assistant Administrator for Water

US Environmental Protection Agency

Participating Corporate Majors:

American Water	IBM
Archer Daniels Midland Company	Intel Corporation
Arup	Jones Lang Lasalle (invited)
BNP Paribas	JP Morgan Chase & Co.
CH2MHill International	MARS Chocolate North America
Diversey, Inc	MillerCoors
DuPont	MWH Americas
GE	Nalco Company
GE Water & Process Technologies	The Coca Cola Company
Goldman, Sachs & Co.	Veolia Water
Hatch Water	

Participating Organizations:

Boenning & Scattergood	PA Infrastructure Investment Authority (PENNVEST)
Bonneville Environmental Foundation	Quantis
CERES	The Artemis Project
Clean Water America Alliance	The Cadmus Group, Inc.
Environmental Defense Fund	The Nature Conservancy
Epuramat, S.A.	US Department of Interior
Global Environmental Management Initiative (GEMI)	US Environmental Protection Agency
International Institute for Sustainable Development	Water Environment Research Foundation (WERF)
International Private Water Association (IPWA)	Water Industry Solutions
McKinsey & Co.	Watermark Initiative, LLC
O2 Environmental Inc.	Western Municipal Water District
Office of Congressman John Linder (GA-07)	WestWater Research, LLC
	World Resources Institute
	XPV Capital

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Infocast Deal Working Events

Infocast Deal Working Events facilitate dealmaking by providing up-to-the-minute market intelligence and valuable insight from leading players on conditions in the current market. The events are powerful networking gatherings that put active market deal-makers fact-to-face, providing a robust environment for establishing the value relationships that can result in successful deals.

About the Event

Water is becoming a growing issue for corporations internationally. While it may once have been taken for granted, water must now be tracked, assessed, reduced, and reused. Water has become, in many respects, a fundamental strategic risk for corporations, manifesting itself in a variety of ways including price spikes, increased energy bills, competition for supply with other industries, regulation of stormwater runoff, and fees for impermeable surface area. The importance of this issue has been highlighted by a recent SEC decision requiring corporate disclosure of 'climate risk,' which in practice, will often manifest via water issues.

As a consequence, it is essential that corporations define water risk and get a handle on how to manage it. Infocast has organized **Corporate Water Vision 2010** in order to provide decision-makers with an essential roadmap to the new landscape of water stress and creative adaptation. Chief Sustainability Officers, Heads of Environment, Health & Safety, and Risk Managers will convene to get the most concise briefings from visionaries, DC policy-makers, industry thought-leaders, and technologists on the new picture of water, risk management strategies, and ways to play a stronger role in water stewardship. This unique event will translate the complex, dynamically evolving big picture into practical, proactive insights, strategies and solutions. Participants will leave with a broader strategic context, unexpected insights from other industries, and an array of tools and strategies available to convert those challenges into new best practices.

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THE ARTEMIS PROJECT

Summit Agenda

Tuesday, June 8, 2010

Confronting Water Stress: New Policies, Prices, and Supply Factors

Chairman's Introduction

WaterVision Thought-Leadership Towards A National Water Master Plan

Some countries already have a national water master plan in place. As yet, the USA does not. Given the extreme complexity of US water systems and regulations, what would such a plan look like? Through what kind of process might it be developed? How will the variety of conflicting stakeholder groups be given their say?

Panelists:

Ken Kirk, *President*, CLEAN WATER AMERICA ALLIANCE
John Tubbs, *Deputy Assistant Administrator for the Office of Water and Science*, US DEPARTMENT OF THE INTERIOR
Valentina J. Valenta, *Legislative Director*, OFFICE OF CONGRESSMAN JOHN LINDER (GA-07)

Water Infrastructure Funding

The future supply and cost of water services depends heavily on financing for an aging US water infrastructure. This panel will review different proposed solutions to the "funding gap," encompassing:

- » Full cost recovery pricing of water services
- » New federal funding initiatives such as the Water Trust Fund and the Infrastructure Bank
- » Water Private Activity Bonds
- » Property Assessed Clean Energy (PACE) Bond programs for commercial and residential retrofits
- » The City/County and Private Equity Sharing Corporation (CAPES) Special Purpose Vehicle model
- » Project finance models
- » ARRA funds
- » State Revolving Funds
- » Philadelphia's innovative stormwater discharge pricing model and fund

Moderator:

Kathy Shandling, *Executive Director*, INTERNATIONAL PRIVATE WATER ASSOCIATION (IPWA)

Panelists:

Michael Deane, *Executive Director*, NATIONAL ASSOCIATION OF WATER COMPANIES
Joseph Manko, *Chairman*, PA INFRASTRUCTURE INVESTMENT AUTHORITY (PENNVEST)
John Rossi, *General Manager*, WESTERN MUNICIPAL WATER DISTRICT
Chris Ruffa, *Director of Infrastructure Project Finance*, BNP PARIBAS
Richard Splete, *Senior Consultant*, MWH AMERICAS



Networking Break

Water Rights

While water rights have always existed in the West, current drought conditions are driving more active exchanges of water rights, possibly even leading to the formation of some kind of water rights market mechanism. Mr. Landry is one of the foremost authorities on water rights, and will survey developments around the world, and particularly in the Southwestern USA.

Clay Landry, *Executive Director*, WESTWATER RESEARCH LLC



Group Luncheon

Keynote Address: Obama Administration Initiatives

How will current and forthcoming policies from the Obama Administration affect corporate water use, the municipal water infrastructure and services sector more broadly? A Washington DC player close to the Obama Administration will spell out a long-range vision for policy innovation in water as well as funding, whether via a "Stimulus Bill Round Two," ideas for a "Green" or "Water Infrastructure Bank," or other mechanisms.

Peter S. Silva, *Assistant Administrator for Water*, US ENVIRONMENTAL PROTECTION AGENCY

Water Risk, Markets and Shareholder Value

This panel will provide insights from the investment and international finance community on how they are seeing water as a macro-driver of changes to corporate practice and bottom lines. The panel will also address implications of the SEC's recent guidance mandating corporate disclosure of climate-related water risk.

Moderator:

William Malarkey, *Managing Director*, BOENNING & SCATTERGOOD, INC.

Panelists:

Brooke Barton, *Senior Manager, Corporate Programs*, CERES
Audrey Davenport, *Project Manager, KKR Green Portfolio Project*, ENVIRONMENTAL DEFENSE FUND
Piet Klop, *Acting Director, Markets & Enterprise Program*, WORLD RESOURCES INSTITUTE
Nushin L. Kormi, *Vice President, Environmental Markets Group*, GOLDMAN, SACHS & CO.
Martin Stuchtey, Ph.D., *Principal*, MCKINSEY & CO. INC.



Networking Break

Sustainability Leaders I: Managing Water Stress

This panel of Environmental and Sustainability Champions will discuss how they are framing water issues in their respective decision-making processes. They will discuss best practices they have implemented within their own organization, types of accounting and reporting tools and methods they have found of most value, and the institutional innovations needed to minimize water risk and maximize 'water opportunities.'

Panelists:

James Fuschetti, *Managing Director, Office of Environmental Affairs*, JPMORGAN CHASE & CO.
Michael Jordan, *Head of Corporate Sustainability Consulting*, JONES LANG LASALLE (invited)
Tim Mann, *Manager, Environmental Policy and Programs - Corporate Environmental Affairs*, IBM
Dawn Rittenhouse, *Director of Sustainable Development*, DUPONT
Joe Rozza, P.E., *BCEE, Global Water Resource Sustainability Manager*, THE COCA COLA COMPANY

Sustainability Leaders II: Assessing Water Reuse and Other Innovative Water Solutions

This panel of corporate technology decision-makers will survey the current developments in desalination and water reuse in North America. They will explore the cost/benefit proposition of different reuse solutions, experiences and lessons learned, the role of reclaimed water standards, the energy penalty of some new technologies, as well as the energy generation potential of other innovative wastewater solutions. The discussion will provide an expert, nuanced introduction to the high-level considerations corporate managers will face when thinking about implementing such advanced water systems within their own operations.

Moderator:

Dave Henderson, *Managing Director, XPV CAPITAL CORPORATION*

Panelists:

Maurice Bechard, *Vice President Global EHS, DIVERSEY, INC.; Chair, GLOBAL ENVIRONMENTAL MANAGEMENT INITIATIVE (GEMI)*

Paul Gagliardo, M.P.H., P.E., *Manager - Innovation Development, AMERICAN WATER*

Jack Mowreader, *Water Business Leader, ARUP*

Manian Ramesh, Ph.D., *CTO, NALCO*

Rishi Shukla, Ph.D., *Global Technology Leader, James R. Randall Research Center, ARCHER DANIELS MIDLAND COMPANY*

Wednesday, June 9, 2010

Water Innovation: Thought Leadership and Case Studies

Keynote Address

Earl Blumenauer, *Congressman, US HOUSE OF REPRESENTATIVES (OR-03)*

Multi-Year Drought in Australia: Lessons Learned

Australia may qualify as the “poster child” for drought shock in the developed world. The decade-long drought has had catastrophic effects on Australian agriculture, myriad direct, and ‘knock-on effects’ on all other parts of the Australian economy. In response, most major Australian cities already have, or are in the process of, installing desalination plants and mandating other types of water reuse. Graywater and rainwater use are common, and water-efficient appliances are the norm in new homes and businesses. Australia provides a glimpse of what the future may look like for water technology and business.

Hu Fleming, *Global Director, HATCH WATER*

WaterVision Thought-Leadership Sustainable Water Systems in the Masdar Eco-City Project

Eight miles from Dubai in the United Arab Emirates, a city-sized R&D park is being designed from the bottom up by a consortium of UAE financiers, in conjunction with western organizations such as CH2MHill, MIT and GE. The project is a “designed from first principles” eco-city, adapted to the ecology and cultural traditions of the region and incorporating the most advanced sustainability technologies and practices. Water will be both a prominent visual theme and a key area of innovative technology application. This presentation will survey the many visionary, integrated uses of water that will be implemented over the coming years in Masdar.

Jay R. Witherspoon, BCEE, *Operations and Technology Director, CH2M HILL INTERNATIONAL, MASDAR DEVELOPMENT (ADFEC)*

WaterVision Thought-Leadership Steps Toward A National Reclaimed Water Standard

Onsite water reclaim provides dramatic benefits in water, energy and waste savings. The technology, as well as necessary oversight practices, are well established. At present, a complex patchwork of standards and requirements separate permits for each installation, making state-of-the-art onsite water reclaim systems too expensive for most applications.

A national prescriptive standard for water quality in onsite water reclaim could make one of the country's greatest challenges into a significant new global industry and a source of economic growth. This panel will discuss the latest onsite water reclaim solutions and the risks and benefits of a national prescriptive standards for their operation.

Moderator:

Laura Shenkar, *Principal, THE ARTEMIS PROJECT*

Panelists:

Todd Danielson, *Decentralized Research Advisory Committee (DRAC), WATER ENVIRONMENT RESEARCH FOUNDATION (WERF)*

David Din, *CEO, EPURAMAT S.A.*

Jon Freedman, *Global Government Relations Leader, GE*

Corporate Case Studies

This session will provide in-depth stories of how leaders from the food and beverage, electronics manufacturing and biofuels sectors have successfully reduced their own water use and discharge requirements. Presenters will describe the management drivers behind current policy and innovation, new approaches to process engineering, experience with implementing new technologies, lessons learned, and future plans.

Case Study: MillerCoors

Lisa Quezada, *Sustainable Development Policy Manager, MILLERCOORS*

Case Study: Intel

Tom Cooper, *Worldwide Water Program Manager, INTEL*

Case Study: MARS Chocolate North America

Michael Fernandez, *Director of Public Policy and Global Partnerships, MARS CHOCOLATE NORTH AMERICA*

Case Study: Integrated Water-Energy Use at a Dairy Production Facility

Paul O'Callaghan, *CEO, O2 ENVIRONMENTAL INC.*

Tools and Strategies for Enterprise Water Stewardship

Monday, June 7, 2010, 9:00 AM - 5:00 PM

For medium to large corporations, energy efficiency and carbon management have paved the way for strategic water awareness. Water, carbon, and energy have areas of overlap, and fit into many of the same organizational niches and channels. However, water is complicated and closely tied to the specifics of organizations and the regions in which they operate. As yet, there is no standardized accounting method – although some non-profits and start-ups have tools in “beta-stage.” Strategies around water efficiency and corporate sustainability make up a menu of cascading options that range from the financial to the technical to the external impact of a company’s water use on the local watershed. This Pre-Summit Workshop presents a snapshot of practices and thinking from experts in this emerging field.

A Comparison of Water Accounting and Reporting Tools

Jon Dettling, *Director, US, QUANTIS*

GEMI’s Water Management Tools

Maurice Bechard, *Vice President Global EHS, DIVERSEY, INC.; Chair, GLOBAL ENVIRONMENTAL MANAGEMENT INITIATIVE (GEMI)*

EPA’s Portfolio Manager Water Tool and ENERGY STAR Program

Caterina Hatcher, *ENERGY STAR Public Sector National Manager, US ENVIRONMENTAL PROTECTION AGENCY*

Industrial Water Reuse: Cost/Benefit Analysis

Senior Representative, NALCO COMPANY

Efficiency Best Practices for Waste Water Treatment Systems

Laura Dufresne, P.E., *Senior Associate, THE CADMUS GROUP, INC.*

Energy and Byproducts from Water: New Technology Options

Paul O’Callaghan, *CEO, O2 ENVIRONMENTAL INC.*

Water Restoration Certificates

Robert Harmon, *Chief Innovation Officer & Senior Vice President, BONNEVILLE ENVIRONMENTAL FOUNDATION*

Corporate Water Stewardship and the Regional Watershed

Jonathan C. Kaledin, *Blue Water Certification Program Director, THE NATURE CONSERVANCY*

Henry David (Hank) Venema, Ph.D., PEng(Ont.), *Director Sustainable Natural Resources Management Program, INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT*

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Infocast
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Canoga Park, CA 91303

Risk Free Early Bird Rate!
 Register by May 7, 2010 to receive the Early Bird Rate risk free! If an Early Bird registration is later canceled, an administrative charge will not be charged and the full tuition amount will be refunded. All Early Bird Rates will be adjusted downward if Information Forecast Inc. publicizes a discounted tuition special offer that would result in tuition rates lower than the published Early Bird Rate amounts to the right.

Discounts:
 Government discount available. Team Discount for teams of three or more from the same organization, the third and subsequent registrations qualify for a 50% discount. Discounts are subject to verification and approval. Discounts cannot be combined.

Venue:
 The event will be held at the Almas Temple Club, which is located at 1315 K Street, Washington, DC, 20005. For a list of nearby hotels, please visit the event website at www.infocastinc.com/corporatewater.

Website:
<http://www.infocastinc.com/corporatewater>

Continuing Education Credits:
 Infocast certifies that this activity has been approved for Continuing Education credit by the State of California in the amount of 11 hours for the Corporate WaterVision Summit and 4 hours for the Tools and Strategies for Enterprise Water Stewardship Pre-Summit Workshop. Continuing Education credit hours are subject to change.

Cancellation, Refunds & Credits:
 Should you be unable to attend, a refund will be made for cancellations received via letter or fax at least 10 business days before the start of the meeting. We will be pleased to transfer your registration to another member of your organization, or credit the registration fee to another Infocast conference if you register within 6 months from the date of this conference.

A \$195 administrative charge will be applied to refunds of registrations received after the expiration of the Early Bird Rate.

In the event an event is cancelled, Information Forecast, Inc.'s liability is limited to a refund or transfer of the registration fee only.

Printed Coursebook Materials:
 Flash drives with presentations will be provided on site free of charge. There is a \$5.00 charge for printed coursebooks.

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