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# CORPORATE WATER

# MANAGEMENT

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## UPCOMING NAEM EVENTS



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BOSTON, MA  
JULY 16, 2009



CORPORATE GHG MANAGEMENT BEST  
PRACTICES WEBINAR  
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EHS & SUSTAINABILITY UNCONFERENCE  
ATLANTA, GA  
AUGUST 27, 2009



June 25th, 2009  
AEP Headquarters  
Columbus, OH

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# WATER WATER EVERYWHERE AND NOT A DROP TO WASTE

In today's world, water is no longer an unappreciated commodity. It has emerged as a hot button issue for operations, compliance and stakeholder relations. At this conference you will learn from companies that are taking strategic steps to ensure they are prepared to meet the challenges of a limited water supply and hear from leading experts who will discuss global water availability and emerging water management tools and practices. Take away a practical understanding of global and local water issues and an understanding of how corporations are preparing to meet water challenges.

## KEYNOTE SPEAKERS



**Michael Webber** is the Associate Director of the Center for International Energy and Environmental Policy in the Jackson School of Geosciences, Fellow of the Strauss Center for International Security and Law at the LBJ School of Public Affairs, and Assistant Professor of Mechanical Engineering at the University of Texas at Austin, where he trains a new generation of energy leaders through research and education.

In March, he had the honor of testifying before the Senate Energy & Natural Resources Committee on the nexus of energy and water, and in May he published his first book: *The Way America Thinks About Energy*. Dr. Webber received his B.A. with High Honors (Plan II Liberal Arts) and B.S. with High Honors (Aerospace Engineering) from UT-Austin, and an M.S. (Mechanical Engineering) and Ph.D. (Mechanical Engineering, Minor in Electrical Engineering) from Stanford University, where he was a National Science Foundation Fellow from 1995-1998. He lives in Texas with his wife and three children.



**Jeff Fulgham** is the Chief Marketing Officer of GE Water & Process Technologies. In this role, he is responsible for global strategic marketing initiatives on existing and emerging markets, and leads the business intelligence, regional segmentation, and commercial training functions for the business.

Jeff has been a key speaker at numerous industry events, including UN International Water Conference, Goldman Sachs Global Water Conference, US-India Business Council for Green India, NASA Environmental & Energy Conference, and Executive Energy Forum. During his career, he has published numerous technical papers on power and water topics.

In 2008, Jeff was recognized with the Ex Award by Event Marketer Magazine for his leadership driving GE's World Water Tour. He was also awarded multiple GE "Proof Not Promises" awards for delivering enhanced customer value. Jeff holds a B.S. in Mechanical Engineering from the Ohio State University. He resides in Doylestown, Pennsylvania with his family.

## AGENDA

8:30– 9:00 **Welcome and Introductions**  
**Sandy Nessing**, Director, Sustainability & ESH Strategy, AEP

9:00 – 10:15 **Opening Keynote: Thirst for Power - The Nexus of Energy & Water**  
A renowned expert on research and policy issues related to energy, innovation and national security, Dr. Webber's address will focus on current and future global water availability challenges and the intertwined relationship between energy and water usage. Come away with an understanding of why it's critical for corporations to evaluate their water needs, and how the strain on water and energy is being exacerbated by population growth, economic growth, climate change and policy choices. You will gain an appreciation of water as a broad issue that impacts your business strategy.

- **Dr. Michael Webber**  
Associate Director, Center for International Energy and Environmental Policy, University of Texas- Austin

10:15 – 10:30 **Break**

10:30 – 12:00 **Regulatory Updates**  
Regulatory and policy issues are increasingly strong drivers of corporate water programs. This session will give you a snapshot of what's happening across the spectrum domestically and globally, and will help corporations identify resources and opportunities for improving their water management programs.

- **Paul Beatley**, Director, Enhesa
- **Robert Holden**, Vice President, Stateside Associates

12:00 – 12:45 **Lunch**

12:45 – 1:45 **Tools and Methodologies for Water Footprinting**  
Learn about tools to help you start your own water footprinting program. This session will provide a case study on methods for corporate water footprinting, including a discussion of existing tools developed by organizations such as GEMI, WBCSD, BIER and the Water Footprint Network.

- **Joseph Fiksel**, Executive Director, Center for Resilience, The Ohio State University
- **John Stier**, Partner, Climate Change Practice Leader, Delta Environmental Consultants

1:45 - 2:00 **Break**

2:00– 3:15 **Metrics and Management of Water Efficiency and Conservation Programs**  
Walk away from this session with lessons from successful corporate water programs including an understanding of the key process steps and approaches to defining success. These case studies will provide a look at water management strategies from two companies in different industries; each with the common goal of reducing water consumption and organizational risk.

- **Deb Kennedy**, Resource Conservation Group, Quaker Oats
- **Bruce Klafter**, Senior Director, EHS, Applied Materials, Inc.

3:15– 3:30 **Break**

3:30– 4:15 **Water Use Sustainability Assessment**  
Driven by a water permitting requirement, this case study will focus on the enterprise risk issue of identifying a sustainable water supply. The session will also demonstrate a new analytical process for determining groundwater availability, and discuss the tasks of determining your water needs, addressing regulations and partnering with other corporate functions to ensure a successful assessment. Explore how increasingly common water regulations can impact your operations before your facility is even built.

- **Michael Lowry**, Research Hydrogeologist, RTI International

4:15 – 5:00 **Closing Keynote: A Holistic and Thoughtful Approach to Water Management**  
Hear about how GE has taken water management to the next level; moving from water conservation to water as a strategic business initiative. Jeff Fulgham will tie the day's sessions together and present the business case for developing a water management system before your company is facing critical restrictions. This session will also examine the three primary water management areas (inflow, usage and outflow) and provide tips for improvements, and strategies to help changing perceptions around water and long-term objectives.

- **Jeff Fulgham**  
Chief Marketing Officer, GE Water and Process Technologies

5:00 **Closing Remarks and Networking Reception**  
Please join us for a networking reception from 5:00 to 6:30 in the lobby of the AEP conference center. All conference participants are invited and encouraged to attend.

The National Association of EHS Management (NAEM) is a membership organization for environmental, health, safety and sustainability leaders in business and industry. NAEM's exclusive network of leading EHS & Sustainability practitioners offers its membership valuable cutting-edge information, practical strategies and current benchmarking knowledge. The Association advances the management and principles of EHS and Sustainability management through peer-driven educational programming giving you the competitive edge to enhance your organization and advance your career! NAEM's membership comprises representatives from more than 800 companies, including representation from the majority of Fortune 500 companies. Join NAEM today! It's the most cost effective management tool you have to enhance your professional development and personal growth.