



WATERSHED AUTHORITY BRINGS REGION TOGETHER FOR WATER SOLUTIONS

Riverside, California -- Nearly 1,000 decision makers from across the Santa Ana River Watershed will gather for the second annual “One Water, One Watershed” Conference convened by the Santa Ana River Watershed Project Authority (SAWPA) at the Disneyland Hotel in Anaheim, California on April 22, 2010.

Attendees and a host of highly-regarded water experts will consider new ways of doing business in our changed economy that ensure clean, reliable water for people and the environment in western Riverside, San Bernardino, and northern Orange counties.

Conference attendees will explore new policy options through a unique interactive format and challenge some widely held myths that have stymied our ability to address crucial water problems. Ellen Hanak, Director of Research of the Public Policy Institute of California (PPIC) and co-author of the report, “California Water Myths” will be the lunch keynote speaker and will share the findings of this report.

The report dispels eight water myths, such as a single ‘villain’ – be that agriculture, urban or environmental use – can be singled out as responsible for the state’s water problems. In reality, there is no true villain, but opportunities exist for all sectors to better use and manage water.

Water myths make for lively rhetoric yet hinder the development of effective policy. The PPIC report seeks to relate facts and science essential if California is to meet the goals of sustainable management of water in the near future. These goals include meeting the agricultural, environmental and urban demands for water supply and water quality and protection from floods and droughts.

“The 2010 Santa Ana Watershed Conference is an excellent forum to not only better define the issues but also establish positive momentum behind the solutions,” said Ron Craig, Senior Vice President of RBF Consulting, which is the presenting sponsor of the conference. “We’ll learn how the Santa Ana River Watershed, based on its history of collaboration and integrated project implementation, is poised for a leadership role in a new era.”

The conference will be held at 1150 Magic Way in Anaheim, California from 9:15 a.m. to 4:00 p.m., with registration beginning at 8:30 a.m. For more information on sponsorship or to register for the conference online, visit www.owow2010.com. The event registration fee is \$125 and includes both registration and lunch. Information about SAWPA and the One Water One Watershed Program can be found at www.sawpa.org.