Outreach Communications Committee – Zoom Meeting
Tuesday, January 9 @ 2:00-3:00 p.m.

Agenda

- **2:00p – Chair Stacy Taylor, Mesa Water** – Welcome

- **2:05p – Cal Desal Outreach Communications Review/Updates** (Stacy/All)
  - [CalDesal](#) Website Review/Updates
  - Social Media Calendar (attachment)
  - Social Media Metrics (attachment)

- **2:25p - Legislative Update** (Glenn)
  - 2024 Legislative Session update
  - CalDesal bill positions:
    - AB 1567 (Garcia) – SUPPORT IF AMENDED
    - SB 23 (Caballero) – SUPPORT
    - SB 366 (Caballero) – SUPPORT
    - SB 867 (Allen) – SUPPORT IF AMENDED

- **2:35p - CalDesal Events Planning Committee Update** (Glenn)
  - CalDesal 2024 Annual Conference
    - February 8-9, 2024
    - Embassy Suites – Sacramento
    - Conference Theme: *Desal for California's Water Resiliency, Security, and Sustainability*
    - Sponsorship package (attachment)
    - Draft program agenda (attachment)

- **2:45 - Other Business**
  - CalDesal 2024 Calendar (attachment)

Adjourn @ 3:00p
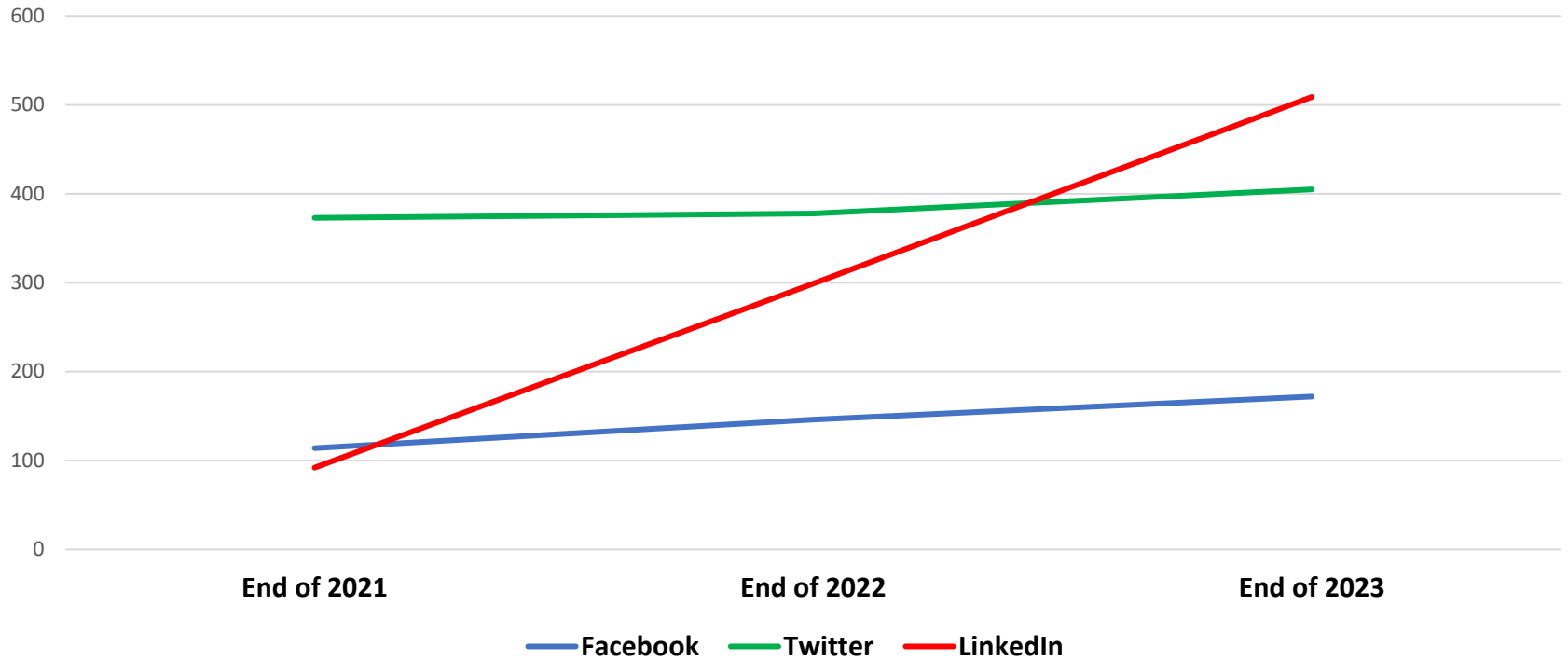
<mark>Next Meeting: Tuesday, March 12, 2023 – 2:00 PM</mark>

CalDesal Social Media Content Calendar

DATE	PLATFORM	TOPIC	CONTENT	NOTES
Week of January 1, 2024	Facebook LinkedIn Twitter	Solicitation of sponsorships for CalDesal 2024 annual conference	Time is running out to secure your sponsorship of the 2024 CalDesal Annual Conference! This will be a fantastic opportunity to showcase your agency, company, organization, product, project, or innovation! Sponsorship opportunities are filling up very quickly – this will be THE event focused on desalination and salinity management in California during 2024. Don't miss out – act now!!	
Week of January 1, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	The CalDesal Annual Conference is the premier event on desalination and salinity management in California – attracting water professionals from throughout the state, the country, and the world for knowledge-sharing, networking, and collaboration! The Annual Conference will be held on February 8-9, 2024 at the Embassy Suites in Sacramento. The CalDesal conference room block at the Embassy Suites is filling quickly – only a small group of discounted rooms for the event remain available to those who book their conference registration and accommodations now!	
Week of January 8, 2024	Facebook LinkedIn Twitter	Solicitation of sponsorships for CalDesal 2024 annual conference	Time is running out to secure your sponsorship of the 2024 CalDesal Annual Conference! This will be a fantastic opportunity to showcase your agency, company, organization, product, project, or	

			innovation! Sponsorship opportunities are filling up very quickly – this will be THE event focused on desalination and salinity management in California during 2024. Don't miss out – act now!!	
Week of January 8, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	The Annual Conference is only ONE MONTH away, and will be held on February 8-9, 2024 at the Embassy Suites in Sacramento, and will include engaging sessions on the latest issues of interest to the desalination and salinity management communities. **Register today** for **Desal for California's Water Resiliency, Security, and Sustainability**.	
Week of January 15, 2024	Facebook LinkedIn Twitter	Last chance for sponsorships for CalDesal 2024 annual conference	We will be closing our CalDesal Annual Conference sponsorship opportunities on January 19, so we encourage you to act now to secure your sponsorship! Time is running out! This will be a fantastic opportunity to showcase your agency, company, organization, product, project, or innovation!	
Week of January 15, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	Don't miss out!! **Register today** for **Desal for California's Water Resiliency, Security, and Sustainability**. CalDesal is pleased that the program will feature engaging sessions that will highlight the role desalination will play in California's water resilient future in light of the state's changing climate and aridification. You'll hear about lessons learned through recent regulatory permitting processes, statewide media perspectives on California's desalination future, exciting	

			innovations in desalination technology, and more!	
Week of January 22, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	Content highlighting keynote speaker	
Week of January 22, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	Content highlighting water scarcity panel	
Week of January 29, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	Content highlighting media perspectives panel	
Week of January 29, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	Spotlight on 2024 Annual Conference sponsors!	
Week of January 29, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	Don't miss out!! **Register today** for **Desal for California's Water Resiliency, Security, and Sustainability**. CalDesal is pleased that the program will feature engaging sessions that will highlight the role desalination will play in California's water resilient future in light of the state's changing climate and aridification. You'll hear about lessons learned through recent regulatory permitting processes, statewide media perspectives on California's desalination future, exciting innovations in desalination technology, and more!	
February 5, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	Spotlight on 2024 Annual Conference sponsors!	
February 6, 2024	Facebook LinkedIn Twitter	Registration for CalDesal 2024 annual conference	2024 CalDesal Annual Conference begins in less than 48 hours! This will be THE event highlighting desalination and salinity management in California during 2024! Don't miss out!	

CalDesal Social Media Metrics

PLATFORM	DEC. 2021	DEC. 2022	OCT. 2023	% INCREASE (From 2022)
Facebook (Total Followers)	114	146	172	18%
Twitter/X (Total Followers)	373	378	405	7%
LinkedIn (Total Followers)	92	299	509	70%

2024 Annual Conference

Desal for California's Water Resiliency, Security, and Sustainability · February 8-9 • Sacramento

Sponsorship Opportunities: 2024 Annual Conference

Event Co-Sponsor: $5000 (2 Available)

- One 6' table exhibit booth at the Conference
- Three full complimentary Conference registrations
- Logo recognition in Conference emails
- Logo recognition on the CalDesal Conference website during the month of the conference
- Logo/ad on a running PPT slide during the Keynote Conference lunch
- Logo recognition on cover of onsite program
- Logo recognition in post-Conference newsletter
- Logo recognition on signage at the Conference

Platinum Exhibitor: $4000 (2 Available)

- One 6' table exhibit booth at the Conference
- Two full complimentary Conference registrations
- Logo recognition in Conference emails
- Logo recognition on the CalDesal Conference website during the month of the conference
- Logo/ad on a running PPT slide during the Keynote Conference lunch
- Logo recognition in onsite program
- Logo recognition in post-Conference newsletter
- Logo recognition on signage at the Conference

Gold Exhibitor: $3000 (5 Available)

- One 6' table exhibit booth at the Conference
- One full complimentary conference registration
- Logo recognition in Conference emails
- Logo recognition on the CalDesal Conference website during the month of the conference
- Logo/ad on a running PPT slide during the Keynote Conference lunch
- Logo recognition in the onsite program
- Logo recognition in post-Conference newsletter
- Logo recognition on signage at the Conference

Reception Sponsor: $1250 (2 Available)

- Logo recognition on reception cocktail napkins and/or signage
- Logo/ad on a running PPT slide during the Keynote Conference lunch
- Name recognition in onsite program
- Name recognition in post-Conference newsletter
- Name recognition on signage at the Conference

Keynote Lunch Sponsor: $1,000 (1 Available)

- Logo/ad recognition on the Keynote Conference lunch welcome slide
- Logo/ad on a running PPT slide during the Keynote Conference lunch
- Name recognition in onsite program
- Name recognition in post-Conference newsletter
- Name recognition on signage at the Conference

General Sponsor: $750

- Logo/ad on a running PPT slide during the Keynote Conference lunch
- Name recognition in onsite program
- Name recognition in post-Conference newsletter
- Name recognition on signage at the Conference

Sponsor Registration Form

Questions?
Contact Us

2024 Annual Conference
Desal for California's Water Resiliency, Security, and Sustainability (February 8-9 • Sacramento)

Conference Schedule

Day 1: Thursday, February 8, 2024 – 8:00 AM – 5:30 PM

8:00 – Conference Opening and Welcome + Continental Breakfast (**CalDesal Chair Mark Donovan and Executive Director Glenn Farrel**)

8:15 – 9:30 – **Session 1 - The Societal Case for Desal: Economic Impacts of Water Scarcity**
- Moderator: **Brent Alspach** – Director of Applied Research*, Arcadis*
    - **Dr. Ellen Bruno,** Assistant Professor of Cooperative Extension*, UC Berkeley Department of Agriculture and Resource Economics*
    - **Janet Clements,** President and Founder*, One Water Econ*
    - **Edward Ring***,* Senior Fellow*, California Policy Center*

9:30 – 9:45 – Break

9:45 – 10:45 – **Session 2 – Local Agency Desal Success Stories**
- Moderator: **Paul Hermann,** *GHD*
    - **Greg Kowalski** – *Engineering Manager, Eastern Municipal Water District*
    - **Robert Richardson** – *Principal Engineer, Calleguas Municipal Water District*
    - **Paul Shoenberger** – *General Manager, Mesa Water District*

10:45 – 11:00 – Break

11:00 – 12:00 – **Session 3 – Legislative Perspectives on Desalination**
- Moderator: _____, _____
  - **Assemblymember Gregg Hart** – Assembly District 37
  - **Assemblymember Diane Papan** – Chair, Assembly Water, Parks, and Wildlife Committee (Invited)
  - **Assemblymember Eduardo Garcia** – Assembly District 36 (Invited)
  - **Senator John Laird** – Senate District 17 (Invited)

12:00 – 1:00 – Lunch – **Keynote Speaker:**
  - **Peter MacLaggan** – _____

1:15 – 2:30 – **Session 4 – Media Perspectives on Desalination**
- Moderator: **Kathleen Ronayne,** *Associated Press*
  - **Steven Greenhut**, *Southern California News Group*
  - **Ari Plachta**, *Sacramento Bee*
  - **Dan Walters**, *CalMatters*

2:30 – 2:45 – Break

2:45 – 4:15 – **Session 5 – Offshore Desalination Advancements**
Moderator: **Tim Hogan,** *TWB Environmental Research and Consulting*
  - **Kalyn Simon**, *Ocean Well*
  - **Borja Blanco**, *Waterise*
  - **Shawn Meyer-Steele**, *Oneka Technologies*
  - **Peter Stricker**, *Sea Well*

4:15 – 4:20 – Break

4:20 – 5:20 – **Session 6 – Women in Desalination**
Moderator: **Kim Adamson/Michelle Peters**
  - **Lihy Teuerstein**, *IDE Technologies (Invited)*
  - **Heidi Luckenback,** *City of Santa Cruz* (Invited)
  - **Eva Arnaiz**, *Aqualia* (Invited)
  - **Elena - Indar**

5:20 – Wrap-up and reminder of Day 2 conference activities (**Executive Director Glenn Farrel**)

5:30 – CalDesal Reception – Embassy Suites – 1st Floor Reception Area

Day 2: Friday, February 9, 2023 – 8:00 AM – 12:00 PM

8:00 – 9:00 – **Continental Breakfast**

8:00 – 9:15 – **Session 7 – Current Seawater Desalination Project Updates: Doheny + Monterey + Carlsbad**
- Moderator: **Mark Donovan,** Chair*, CalDesal Board of Directors*
  - **Marc Serna**, *Doheny Desalination Project*
  - **Chris Cook,** *Monterey Water Supply Project*
  - **Eric Miller,** *Miller Marine Science & Consulting*
  - Potential labor partnership component

9:15 – 9:30 – **Break**

9:30 – 10:45 – **Session 8 – Seawater Desalination Opportunities on Federal Lands**
- Moderator: _____, _____
  - **Jack Simes**, *U.S. Bureau of Reclamation (Invited)*
  - **Roger Gorke**, *U.S. Environmental Protection Agency (Invited)*
  - **Josephine Axt**, *U.S. Army Corps of Engineers (Invited)*
  - _____ , *National Marine Sanctuary – NOAA*

10:45 – 11:00 – **Break**

11:00 – 12:15 – **Session 9 – California Regulatory Officials**
- Moderator: **Eric Miller,** *Miller Marine Science & Consulting*
  - **Tom Luster**, *California Coastal Commission (Invited)*
  - **Clifton Hermann,** *State Water Resources Control Board (Invited)*
  - **Alexandra Borack**, *State Lands Commission (Invited)*
  - **Sean Sou/Toni Pezzetti,** *Department of Water Resources*
  - **Becky Ota***, Department of Fish and Wildlife (Invited)*

12:15 – Final Remarks and Conference Close (**Chair Mark Donovan and ED Glenn Farrel**)

Cal Desal

2024 Calendar

January

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February

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March

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August

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September

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December

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