



Public Officials Forum

Monday, October 2, 2017

WEF is pleased to provide the Public Officials Forum, designed for and available only to elected and appointed members of public utilities' governing bodies. The Public Officials Forum, made up of a luncheon and two sessions, will provide an opportunity for participants to expand their knowledge of issues critical to effective governance, share experiences with each other through facilitated discussion, and ask national industry leaders questions in a safe environment, free from utility staff members. Topics to be covered include affordability and challenges with full-costing of services, the role of the private sector (manufacturers, consultants, private capital, private operators), and an overview of WEFTEC to help Public Officials get the most from their time in Chicago.

Loss of confidence in government and in water utilities, in particular as a result of Flint, puts much more pressure on governing bodies to understand the critical issues facing their utilities and the need for appropriate resourcing and decision-making in the public interest. Professional staff and management must receive the appropriate guidance, support, and direction from their governing bodies to help re-build lost trust in government. The quality of governance is key to the high performance of public utilities, particularly as we are now at a juncture of significant potential change in the political climate and available resources. Public and appointed officials have few venues for education and awareness of issues and for networking. This session provides the opportunity for both education and networking, while also serving as the introduction to the industry and the education possible at WEFTEC.

Part 1: Luncheon and Industry Overview

The first part of the Public Officials Forum is a lunch that includes an overview of the industry and WEFTEC, as well as a keynote about rates and financing issues.

11:30-1:30 Public Officials Forum Part I: Luncheon and Industry Overview

At this lunch, a general overview of the water and wastewater treatment process will provide a firm foundation for the participants so they are all starting from the same base of education. An outline of the industry and WEFTEC will be provided to highlight the opportunities available at WEFTEC including recommended sessions and activities. The keynote speaker, Eric Rothstein, will provide basic information about rates and financing issues, which are key to all utilities, no matter their size or location. In particular, Eric will focus on affordability and full-cost pricing of utility services. Mr. Rothstein brings some direct experience with Flint and Detroit that provide wonderful context for many of the issues every utility board is facing or may be facing in the near future. Networking time with others is built into the agenda so you will have ample

opportunity to meet public officials from other cities and exchange ideas and contact information.

Speakers in Part I include:

Jeff Theerman, Moderator

Ted Henifin, Hampton Roads Sanitation District

Mariyana Spyropoulos, President, MWRDGC (*Invited*)

George Hawkins, General Manager, DC Water

Eileen O'Neill, WEF Executive Director

Eric Rothstein, Galardi Rothstein Group, Keynote Speaker on Rates, Affordability, and Financing



Keynote Presentation: Navigating Needed Rate Increases and Water Affordability: The Business Case for Compassion

Eric Rothstein Biography:

Eric has over 30 years of experience in water, wastewater, and stormwater utility financial and strategic planning. His recent projects include serving on the Michigan Governor's Flint Water Advisory Task Force, as program manager for establishment of the Great Lakes Water Authority, and the Detroit Water and Sewerage Department's Blue Ribbon Panel on Affordability and Drainage Charge Program.

Eric served as Jefferson County, AL's rate consultant and municipal advisor for litigation related to the County's bankruptcy and issuance of \$1.7 billion in sewer warrants. Since 2003, Eric has led strategic financial planning for the City of Atlanta's Department of Watershed Management, and prepared the City's Financial Capability-Based Schedule Extension Report. For several permittees (Atlanta, Akron, EBMUD, Honolulu, Guam, NEORS, ST. Louis), Eric has provided strategic and financial consulting and negotiation support services on financial capability assessment and low-income affordability issues.

Eric is a contributing author of the WEF *Financing and Charges for Wastewater Systems* and AWWA *Principles of Water Rates, Fees and Related Charges* Manual of Practices. He is chair of WEF's Technical Practices Committee and continues to serve on the national AWWA Competitive Practices and Rates & Charges Committees and the WEF and NACWA Utility Management Committees.

Eric has an MA in Economics from the University of California-Davis, and an AB in Economics & History from Ripon College, Ripon, WI.

Part II: Session on Issues of the Industry

The second part of the Forum is the late afternoon session, which provides education on the topics important to the industry, and gives a view of the different sectors that provide vital services and equipment. These private sector leaders will go into depth on the topics relevant for today, including balancing risk and innovation, the role of different industry sectors, workforce issues, and the overall direction of water and wastewater.

3:30-5:00 Public Officials Forum Part II: Issues of the Industry

This session, open only to public officials, will cover the issues the industry faces in more depth, and provide perspectives from different sectors of the industry. A panel of private sector leaders will provide that perspective on their company and sector and then participate in a facilitated discussion answering questions and providing observations. These private sector leaders include equipment providers, consultants, and the financial sector. Each brings many years of experience in the water industry and will share unique insights to educate public officials on many topics relevant to the industry.

The panel in Part II includes:

Sandra Ralston, Consensus LLC, Moderator

Al Cho, Xylem, Inc.

Debra Coy, XPV Water Partners

Ralph Exton, GE Water & Distributed Power

Cindy Wallis-Lage, Black and Veatch

Sandra Ralston, WEF Fellow

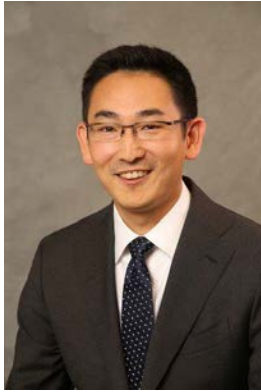
Principal, Consensus LLC

Ms. Ralston is the founder and principal of Consensus LLC, a management consulting firm for water utilities, located in Charleston, SC. She has assisted water utilities with strategic planning, change management, business case analysis, and leadership team effectiveness. She also leads facilitation teams for stakeholder participation in watershed planning and water quality compliance.



She is a Past President of the Water Environment Federation Board of Trustees and served on the WEF Board for 7 years. She is chairman of the Advisory Committee for the WEF Stormwater Institute, a member of the WEF Government Affairs Committee and the WEF Utility Management Committee, and a member of the interim governing body for WEF's new National Green Infrastructure Certification Program, a program of the WEF Stormwater Institute. Ms. Ralston is a member of the Indiana Water Environment Association and the Water Environment Association of South Carolina.

Ms. Ralston received her B.A. degree from the University of Colorado and an MBA from George Washington University.



Albert H. Cho

*Vice President, Strategy and Business Development
Xylem, Inc.*

Albert Cho is Vice President for Strategy and Business Development at Xylem, where he leads corporate and business strategy, mergers and acquisitions, strategic partnerships, market intelligence, and business development activities across the ~\$4.5 billion global water technology company. Before joining Xylem, Cho worked as Senior Advisor to the Deputy Secretary at the State Department, where he was a White House Fellow and served on Secretary Clinton's Policy Planning Staff. He has also been an executive at Cisco Systems, worked at McKinsey & Company, and served at the United Nations on a global plan for achieving the Millennium Development Goals. Albert serves on the Board of Directors of the U.S. Water Alliance, the editorial advisory board of *World Water*, and was twice appointed by Secretary Pritzker to the U.S. Department of Commerce's Environment Technologies Trade Advisory Committee.

Debra Coy

*Partner
XPV Water Partners*

Debra has been an advisor to XPV since 2010 and joined the firm full time in 2015. Her experience as a top ranked Wall Street water analyst and her work as a water sector consultant to investors, companies, and municipal utilities position Debra to help our partners position themselves for success.



Based in the Washington D.C. area, Debra has created a unique franchise and expertise in covering the global water sector for investors. She was named a Financial Times/Starmine "Best Brokerage Analyst" in 2008 and 2009 and a Forbes "Best Brokerage Analyst" in 2010 for water utilities coverage. She was responsible for running the leading water conference on Wall Street for more than a decade and helped launch and co-organize Global Water Intelligence's American Water Summit in 2010-2013.

She is a frequent speaker at industry events, has appeared on CNBC and is often quoted in financial and industry publications on water sector stocks and industry issues. She is a regular columnist on water financial and policy matters for Global Water Intelligence and member of the Board of Directors for Headworks International Inc., a wastewater treatment technology firm. She has testified on Capitol Hill on water infrastructure financing, and previously served as co-chair of the Water Environment Federation's Global Water Strategies Council. She also has participated in national dialogues on water policy hosted by leading think tanks such as the Aspen Institute.

Debra previously worked as Managing Director leading coverage of the water sector for Janney Montgomery Scott's Capital Markets group and as an equity research analyst for Stanford Washington Research Group, Schwab Capital Markets, HSBC Securities, and National Westminster Bank.

She received an M.A. degree in Journalism from the University of Maryland.

Debra lives with her husband David on a small farm in Maryland where she keeps her off-track thoroughbred and a motley assortment of rescued horses, dogs, and cats. She likes gardening and cooking, and cans a mean hot salsa from garden tomatoes each summer. She also enjoys doing volunteer work with water and food related non-profits.



Ralph Erik Exton

*Chief Marketing Officer
GE Water & Distributed Power*

Ralph Exton is the 2016-17 Treasurer of the Water Environment Federation. Ralph is the chief marketing officer for GE Power, Water & Process Technologies, and provides strategic leadership and program direction for the business's marketing activities, communications and digital marketing efforts. In addition to his current responsibilities, Ralph is also the business leader for the GE Experienced Leadership Program (XLP), which is designed to attract, retain and grow a diverse and global population of future leaders.

Over the years, Ralph has achieved extensive international experience and has received significant leadership, sales, marketing and business management training. He is also a member of Water Reuse Association, International Desalination Association and the Pennsylvania Water Environment Association (PWEA). In 2014, he received the Ted Moses High Hat Award and was initiated into the Select Society of Sanitary Sludge Shovelers.

Ralph is expanding Water & Process Technologies' leadership in the digital industrial space as a member of the Editorial Advisory Board for Water Technology, a publication with a focus on industrial source water and wastewater management and treatment. He is also on the Advisory Board for BlueTech Research, a global provider of water technology market intelligence.

Ralph graduated from Pennsylvania State University with a bachelor's degree in mechanical engineering in 1987 and has more than 29 years of advanced water treatment, purification and reuse experience.

Cindy Wallis-Lage

*President, Water Business
Black & Veatch*

Cindy Wallis-Lage is President of Black & Veatch's water business, leading more than 2,600 professionals globally. In this role, she is responsible for the company's water-related business strategies, development and operations on a global basis, encompassing engineering, construction, consulting and design-build ventures that address the comprehensive needs of water and wastewater utilities. She also serves as a member of Black & Veatch's Executive Committee and Board of Directors. Well known in the water industry for her expertise in water reuse and treatment, Cindy has been involved in more than 100 projects around the world in both the municipal and industrial sectors. She is active in global sustainability and is a driving force in developing innovative solutions to clean, move, control and conserve water – an essential resource.



Part III: Regular Session on Clean Water Policy

In between these two events listed above that are open only to public officials, is a regular session at WEFTEC on public policy, open to all participants. This highlighted session is a great fit for public officials and gives a solid overview of the latest on regulations important to the water industry.

1:30-3:00 Session 200 – Clean Water Policy Forum

This session provides an update on the regulatory front, directly from U.S. EPA leadership. Updates are followed by extensive audience interaction. This is always one of the most popular sessions at WEFTEC and is a succinct overview of the latest information on the main regulations governing the industry. This session is open to all participants and is encouraged for all public officials to attend.

RSVP

To RSVP for the Public Officials Forum, please click on the following link:

<http://www.wefnet.org/onlineform/weftec/PubRSVP/> There are limited seats available on a first come-first served basis so RSVP today!