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**WATER CONSERVATION FOCUS OF MARCH 22 WATTS CONFERENCE**

**LUBBOCK (MARCH 4, 2016)** -- Success stories in water conservation, water reuse, water treatment, and new innovative technologies will be showcased at the March 22 WATTS Conference to be held from 12:30 p.m. to 7:30 p.m. at the Lubbock Memorial Civic Center. Admission is free and the public is invited to attend.

WATTS stands for Water Advancement, Technology, Training, and Solutions. The conference will share success stories from companies and communities who are working to conserve the region's limited groundwater and surface water supplies.

A concurrent trade show begins at 12:30 p.m. and remarks from Senator Charles Perry of Lubbock follow at 1:30 p.m.

Afternoon sessions will feature presentations on water reuse, water treatment, and new water

conservation technology used in agriculture and the oil industry.

There will be a dinner at 4:30 p.m. for conference attendees that pre-registered online.

Evening sessions include kids' activities, discussion of water wise plant materials, the basics of rainwater harvesting, and an overview of water conservation education.

The conference agenda and registration information is available at [www.h2oblueideas.com](http://www.h2oblueideas.com)

Conference sponsors (*as of March 4*) include Ag Texas Farm Credit Services; City Bank; City of Lubbock; Daniel B. Stephens and Associates; Netafim Irrigation; Plains Cotton Growers Inc.; Texas Alliance for Water Conservation; Texas Cattle Feeders Association; Texas Corn Producers; and Watermaster Irrigation Supply, Inc.

Conference hosts include the City of Lubbock; Garza County Underground Water Conservation District (UWCD); Hemphill County UWCD; High Plains UWCD; Llano Estacado UWCD; Mesa UWCD; Mesquite Groundwater Conservation District (GCD); North Plains GCD; Panhandle GCD; Permian Basin UWCD; Sandy Land UWCD; and South Plains UWCD.

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