



**Colorado Lake &
Reservoir Management
Association**

November 16, 2011

**Presented by:
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Colorado Foundation for Water Education**

Background

The year 2012 is a milestone for Colorado water and gives a unique opportunity for water-related entities to celebrate their commonalities.

- **75th Anniversaries...**
 - **Colorado Water Conservation Board**
 - **Northern Colorado Water District**
 - **Colorado River Water Conservation District**
- **50th Anniversary...**
 - **Southeastern Colorado Water Conservation District**
- **10th Anniversary...**
 - **Colorado Foundation for Water Education**

What is Colorado Water 2012?

- **The mission of Water 2012 is to engage all Coloradans in a statewide celebration of water: past, present, and future.**
- **It is an opportunity to elevate awareness for all Coloradans from the average water user to active members of the water community**
- **It will weave together existing and create new local and statewide opportunities that celebrate Colorado's water, its uses and its value.**

GOALS

Raise awareness about water as a valuable and limited resource.

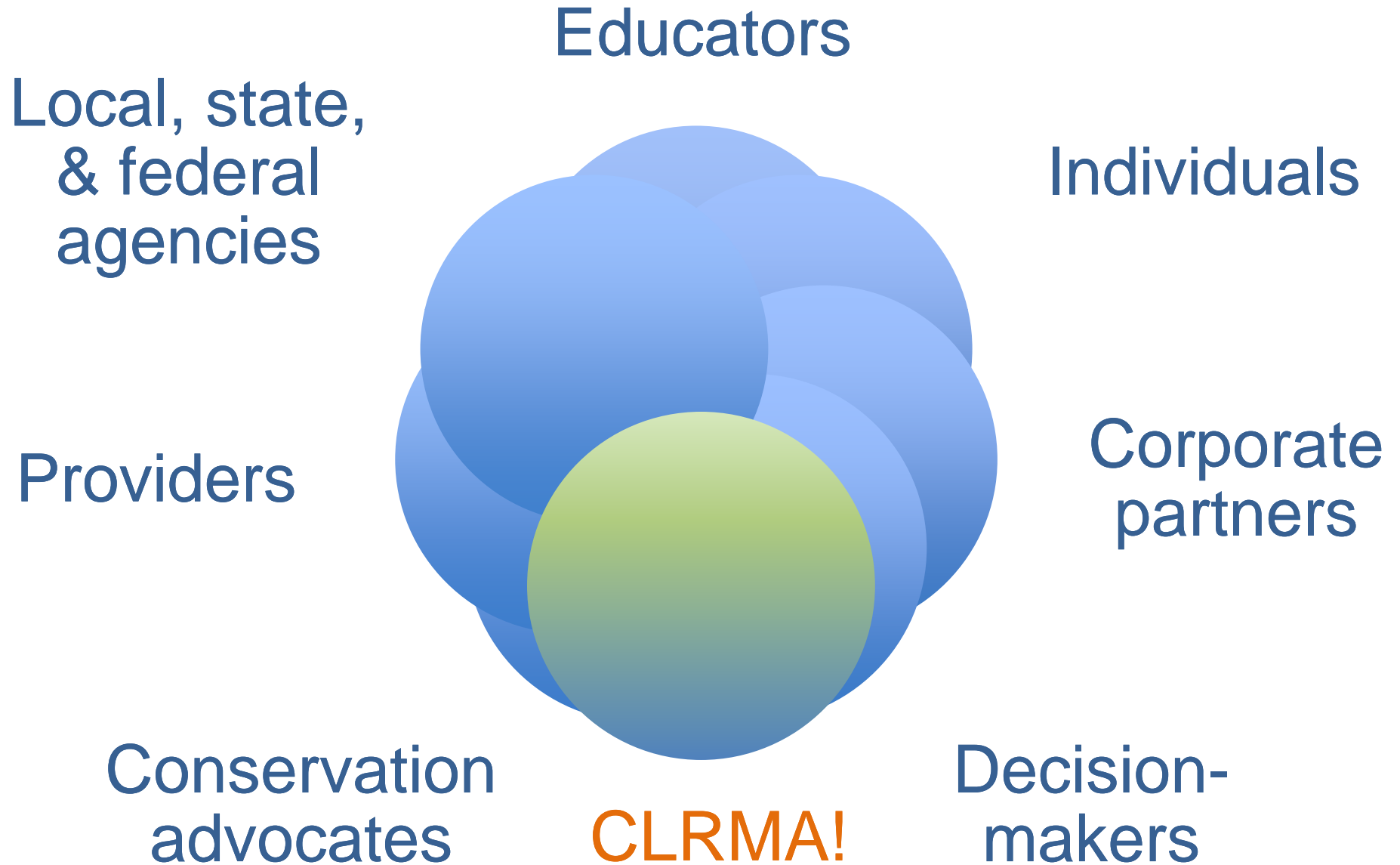
Increase support for management and protection of Colorado's water and waterways.

Showcase exemplary models of cooperation and collaboration among Colorado water users.

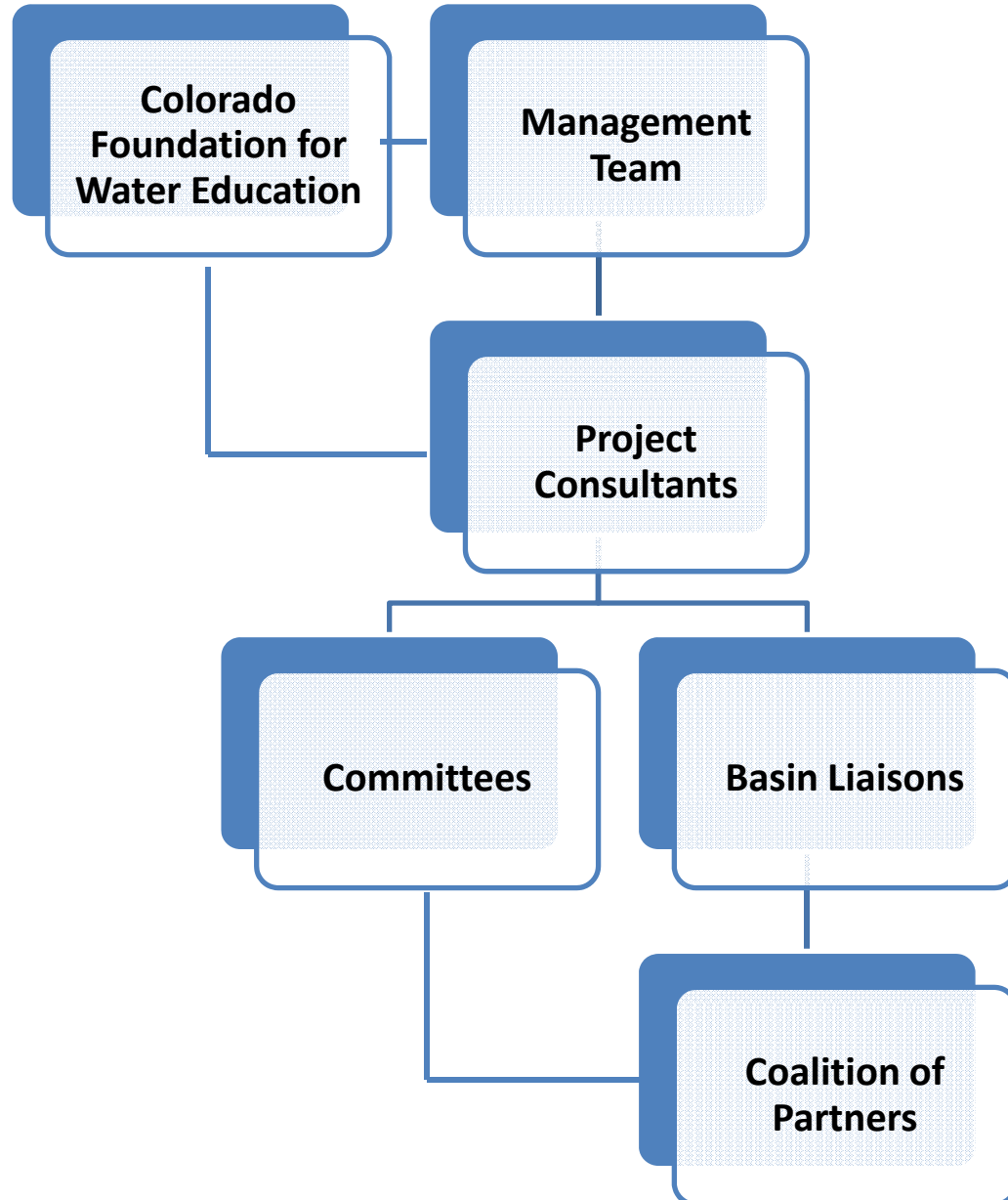
Connect Coloradans to existing and new opportunities to learn about water.

Motivate Coloradans to become proactive participants in Colorado's water future.

This is an inclusive and diverse effort...



Organizational Structure



Teamwork!

Management Team Members

- **Nicole Seltzer** Executive Director, CFWE
- **Frank Kinder** Senior Conservation Specialist, Colorado Springs Utilities
- **Amy Conklin** Consultant
- **Sean Cronin** Executive Director, St. Vrain & Lefthand Water Conservancy District
- **Brian Werner** Public Information Officer, Northern Water
- **Curry Rosato** Watershed Outreach Coordinator, City of Boulder
- **Jean Van Pelt** Conservation Outreach Coordinator, Southeastern Colorado Water Conservancy District
- **Jay Winner** Executive Director, Lower Arkansas Water Conservancy District
- **Alyssa Quinn** Administrative Assistant, Platte Canyon Water and Sanitation District and Colorado WaterWise
- **Judy Lopez** Conservation Education Specialist, Rio Grande Watershed Conservation and Education Initiative
- **Deborah Burrell** Grants Coordinator, Colorado Water Conservation Board
- **Hannah Holm** Coordinator, Water Center at Mesa State College and the Mesa County Water Association

Project Consultants

- **Responsible for planning and implementing tasks**
- **Expertise in the following 3 areas...**
 - **Coordination:** To ensure activities are efficient and successful
 - **Communication:** a marketing and communications plan with the purpose of successfully reaching and involving all types of Colorado citizens
 - **Fundraising:** a benefits package to carry out activities required to meet financial goals

Committees

- **Develop a tool kit of activities that can be implemented at a local level**
- **Increase participation and improve communication**
- **Help accomplish the goals and objectives of Colorado Water 2012**

Book Club
Higher Education
K-12
Libraries & Museums
Speakers Bureau
Watershed Groups
Website & Social Media

Basin Liaisons

- **Local residents know their communities best and can be most effective in identifying opportunities**
- **Responsible for implementing any activities designed by the Committees at a local level in their communities**
- **Basin Liaisons...**
 - Sean Cronin, South Platte
 - Caroline Bradford, Colorado
 - Debbie Alpe, North Platte
 - George Sibley, Gunnison
 - Denise Rue-Pastin, Southwest
 - Judy Lopez, Rio Grande
 - Jeff Devere, IBCC & Yampa/White
 - Perry Cabot, Arkansas
 - Tom Acre, Metro

Coalition of Partners

- **Generate support to accomplish the Colorado Water 2012 goals**
- **Plan and implement local activities**
- **Publicize Colorado Water 2012 throughout existing networks and assist with communication outreach**

Colorado Water 2012 would not be possible without a strong and diverse coalition of partners from across Colorado

Approach

Planning & Coordination

Developed and implemented collectively by members of the organizational structure

Outreach & Fundraising

Marketing strategy, fundraising, and a media campaign coordinated by project consultants

Celebrate in 2012

Statewide educational activities and events will be hosted in an effort to raise awareness and efforts

Value of Water Campaign

A collaborative effort designed to go beyond 2012 with a statewide communications plan to increase awareness and appreciation of Colorado's water.

How will we celebrate water?

- Kick-off event in January
- Water 2012 website, blog and social media
- Water 101 *Headwaters*
- Speakers Bureau with accessible video and presentations
- Virtual book club with traveling authors
- College student networking events
- Art and poetry contest for K-12 students
- Traveling displays and geodomes
- “A Day without Water” YouTube video competition
- Basin tours
- Monthly media articles
- Art exhibits
- And More!!!

Join the Celebration!

- **Co-brand existing events and activities**
- **List your events on our calendar**
- **Join a committee**
- **Volunteer**
- **Promote the initiative through your networks**
- **Follow us on Twitter and “like” us on Facebook**
- **Share successful collaborative models**
- **Donate**
- **Learn more!**

www.Water2012.org



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