



**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.**

- **75<sup>th</sup> Anniversaries...**
  - **Colorado Water Conservation Board**
  - **Northern Colorado Water District**
  - **Colorado River Water Conservation District**
- **50<sup>th</sup> Anniversary...**
  - **Southeastern Colorado Water Conservation District**
- **10<sup>th</sup> 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.**

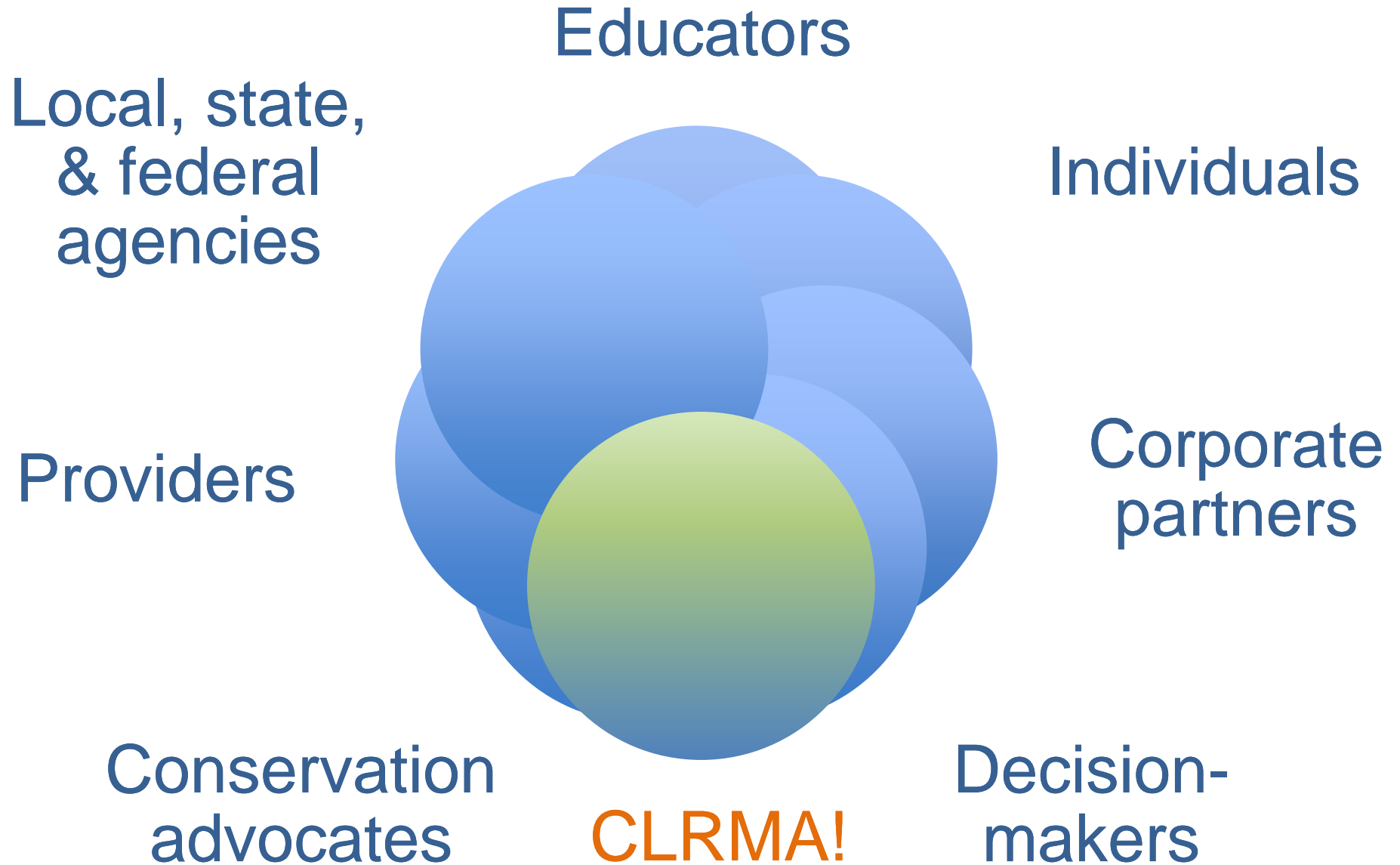
**Increase support for management and protection of Colorado's water and waterways.**

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

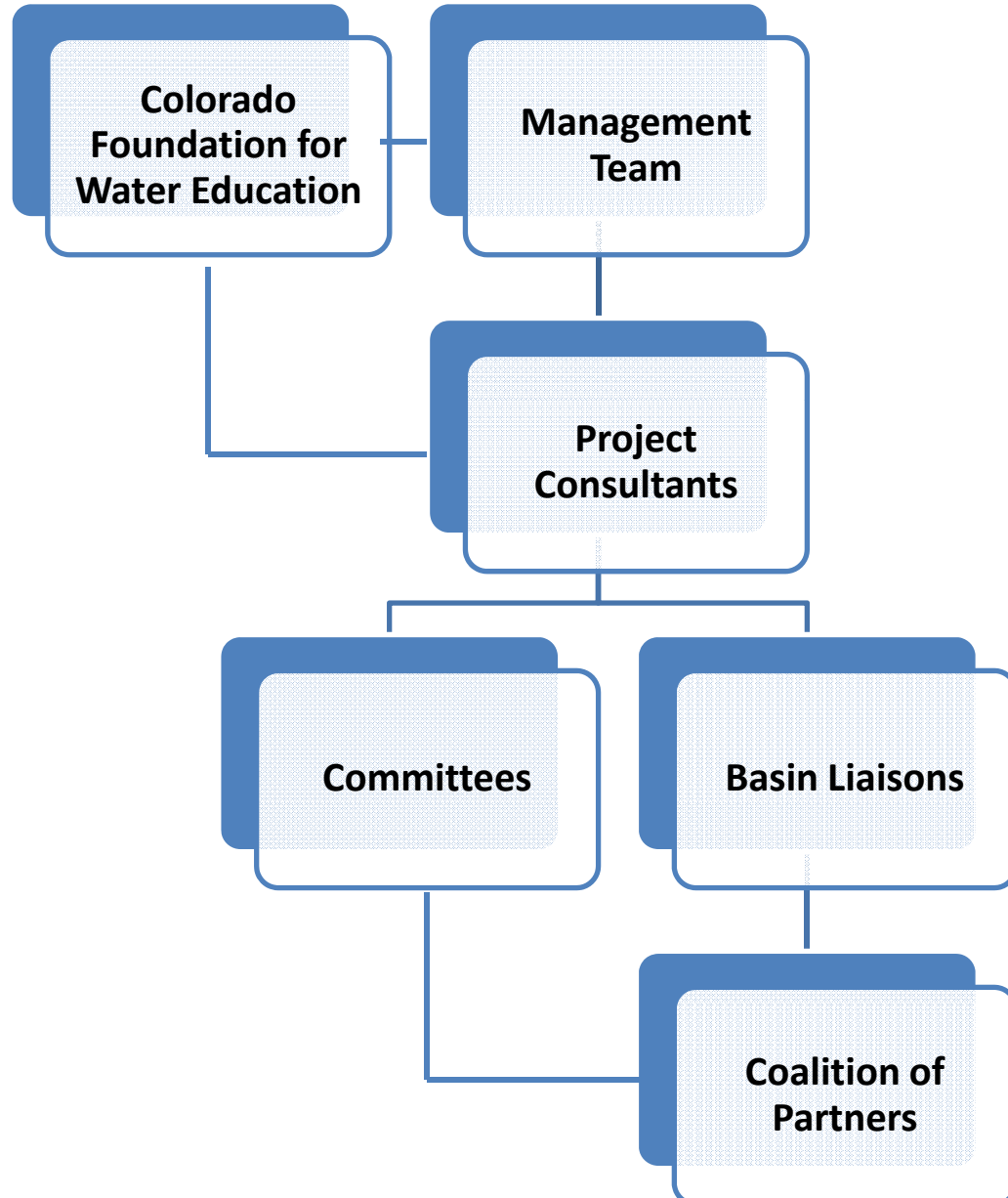
**Connect Coloradans to existing and new opportunities to learn about water.**

**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](http://www.Water2012.org)



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