

# Standing at the Crossroads: Looming Decisions with Sweeping Consequences for Western Water



*“I went down to the crossroads  
Tried to flag a ride....  
Nobody seemed to know me  
Everybody passed me by...”*

Robert Johnson, 1936



**2019 Annual Family Farm Alliance Annual Conference**  
**February 21-22, 2019**  
**Eldorado Resort Casino, Reno, Nevada**



## Standing at the Crossroads: Looming Decisions with Sweeping Consequences for Western Water

**Family Farm Alliance Annual Meeting & Conference  
February 21-22, 2019**

“Crossroads” means different things for different people. Some remember it as the title of a song by the legendary bluesman, Robert Johnson. Others know it as a terrible movie starring Britney Spears. Most, however, agree that it represents a point at which a crucial decision must be made that will have far-reaching consequences. Water users throughout the West find themselves at a variety of crossroads:

- Ongoing historic drought conditions in the Colorado River basin have prompted the Department of Interior and 7 states to fast-track drought contingency plans to reduce the likelihood of Colorado River reservoirs – particularly Lake Powell and Lake Mead – from further declining to critical elevations that will have extremely negative consequences for water and power users throughout the watershed, including urban areas outside of the Basin that rely on Colorado River trans-basin diversions. Both the benefits of action and the burdens of inaction rest squarely with the states right now. Can the states, working with Interior as partners, meet the needs of numerous stakeholder interests and successfully implement these plans?
- Today’s Western wildfires are often larger and more catastrophic than in the past, with devastating repercussions to important watershed areas. Some point to climate change as the culprit, while others claim that decades of fire suppression and inability to manage our forests through controlled burns, thinning, and pest/insect control are to blame. Will policy makers keep arguing this point, or focus instead on finding immediate solutions to the natural resources challenges we are facing?
- Media coverage of Western water challenges often highlights critics of agriculture who point their fingers at farmer and ranchers and blame them for Western environmental problems. Can constructive conservation interests work with their agricultural partners to solve the environmental challenges they all face? Or, will we allow extreme interests on both sides to define the debate and lose opportunities to work together and accept each other’s expertise?

The Family Farm Alliance recognizes that when people sit down and put their heads together – being cognizant of the farmer’s burden to balance food production and environmental health – they can come up with some intelligent solutions. Alliance members have a long and proven history of sharing experiences and learning from one another. This February, they will once again gather together with prominent Western water policy makers for the kind of insightful, outside-the-box presentations and discussions you’ve come to expect from the West’s most effective grassroots irrigated agricultural organization.

Important decisions lie ahead. Will Western water users be able to navigate the crossroads and see their way clear to solutions to their challenges? *Come join us in the “Biggest Little City in the World” to learn for yourself!*

**2019 Family Farm Alliance Annual Conference  
February 21-22, 2019  
Eldorado Resort Casino  
Reno, Nevada  
\$50 ROOM RATE PER NIGHT!!!**



# 2019 Annual Family Farm Alliance Annual Meeting & Conference

## Conference Schedule:

### Wed., February 20

9:00 a.m.—12:00 p.m.

**Board of Directors meeting**

### Wed., February 20

12:00 p.m.

**Board of Directors / Advisory Committee Working Lunch**

### Wed., February 20

12:00 p.m.—4:00 p.m.

**Board of Directors / Advisory Committee Joint Meeting**

### Thurs., February 21

8:00 a.m.-5:00 p.m.

**Conference Session**

*Evening*

**Cocktail Reception**

### Fri., February 22

8:00 a.m.-12:00 p.m.

**Conference Session**

12:30 p.m. – 5:00 p.m.

**Sack lunch and tour of the new Tesla Gigafactory, Sparks, NV**

## 2019 PROGRAM HIGHLIGHTS

**Colorado River Drought Contingency Plans (DCPs)** - Ongoing historic drought conditions in the Colorado River Basin, coupled with predicted dire near-term Colorado River water supply scenarios, have created a sense of urgency that is driving recent efforts to develop DCPs. For DCP to succeed, the states need to act with the Department of Interior as partners. The 2019 Annual Conference will include two high-profile panels addressing this critical issue.

**Digging Deeper into Flood Irrigation** – Privately-owned wetland habitats in the Intermountain West are typically associated with irrigated agriculture and occur on working ranches and farms in landscapes important to wildlife, native fish, and people. Yet these working wet meadows are under significant pressure due to urban and exurban growth, associated shifts in water policy, drought and changing environmental conditions, and in some landscapes, declining aquifers. Learn more about recent research on maintaining landscape flood irrigation that supports working wet meadows for ranchers and the environment.

**Trump Administration “Water Subcabinet”** - This panel discussion will feature representatives serving on President Trump’s “Water Subcabinet,” which consists of six water related agencies represented by officials at the assistant secretary level. Hear directly from some of these invited officials, and how they are coordinating and collaborating on cross-cutting issues that impact Western water use.

**Water resources benefits from landscape-wide forest management** - Recent deadly and devastating Western wildfire disasters have underscored the importance of improving on-the-ground management that can lead to improved forest health. Learn from U.S. Forest Service officials and resource managers how active forest management can improve water yield, provide new jobs, and reduce the cost of firefighting, all while increasing forest resiliency.

**Plus— Farm Bill developments, Western litigation updates, appearances by top Trump Administration appointees, and much, much more!**

## CHECK OUT THESE RETURNING ANNUAL CONFERENCE TRADITIONS:

### Reclamation Roundtable

U.S. Bureau of Reclamation Commissioner Brenda Burman and Regional Directors will discuss hot Western water issues in this time-honored annual conference tradition.

### A Look at D.C. From the Hill

Mark Limbaugh moderates this panel of staff from key congressional water committees. This year’s panel will also include representatives from national water and conservation organizations, who will provide diverse perspectives on the outlook for the 116th Congress. Get the inside scoop on how the Administration and the new Congress will tackle Western water and environmental challenges.

## Friday Afternoon Tour: Tesla Gigafactory



Tesla broke ground on the Gigafactory in 2014 outside Sparks, a 25-minute drive from the Eldorado. The Gigafactory is being built in phases so that Tesla can begin manufacturing immediately inside the finished sections and continue to expand thereafter. The current structure has a footprint of almost 45 acres, which houses more than 113 acres of operational space across several floors.

Once complete, Tesla expects the Gigafactory to be the biggest building in the world – and entirely powered by renewable energy sources. In mid-2018, battery production at Gigafactory reached an annualized rate of roughly 20 GWh, making it the highest-volume battery plant in the world.



Annual Conference Registration Form
February 21 & 22, 2019
Eldorado Resort Casino \* Reno, Nevada

Name(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_
3. \_\_\_\_\_ 4. \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

- Early Registration # \_\_\_\_\_ @ \$455.00 \$ \_\_\_\_\_
(by February 1, 2019)
• Full Registration # \_\_\_\_\_ @ \$479.00 = \$ \_\_\_\_\_
(after February 1, 2019)
• Extra Thursday Luncheon Ticket # \_\_\_\_\_ @ \$55.00 = \$ \_\_\_\_\_
(Must be spouse or guest of registered attendee; please list names):
\_\_\_\_\_
• Friday Tesla Tour \_\_\_\_\_ # \_\_\_\_\_ @ \$20 = SOLD OUT

TOTAL DUE \$ \_\_\_\_\_

PAYMENT INFORMATION

\_\_\_\_\_ Check Enclosed (payable to Family Farm Alliance)

\_\_\_\_\_ Credit Card (Visa, MasterCard, American Express and Discover)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code\*: \_\_\_\_\_

(\*VISA, MC and Discover Security Codes are 3 digits located on the back of the card; AMEX codes are 4 digits on front of card above the card number)

Name on Card (Print Please): \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

\*Cardholder waives signature requirement if form is submitted by return email

Billing Address (if different than above): \_\_\_\_\_

REFUND POLICY: There is a \$15 fee for cancellations at any time. Cancellations before February 1st will be refunded in full less the \$15 cancellation fee. Cancellations between February 1st and February 8th will be refunded at 50% of the registration paid less the \$15 cancellation fee. There will be NO refunds for cancellations received after February 8th.

Complete registration and return to ffameeting@aol.com
By mail: Family Farm Alliance, P.O. Box 1705, Clearlake Oaks, CA 95423 or Fax: 707-327-0263

ONLINE REGISTRATION IS AVAILABLE AT www.familyfarmallianceconference.com

For more information, visit the conference website, or call us at 916-206-7186, or email ffameeting@aol.com



## Annual Conference Hotel Reservations 2019 Room Rates: A Great Reno Value!

# ELDORADO

RESORT • CASINO • RENO

Special Family Farm Alliance Rate:  
Nights of February 19-21  
\$50/night + resort fee + tax  
Upgrades Available

*(A limited number of reduced rate rooms are available for the nights of Friday and Saturday, February 22 & 23, see information below for details)*

Room Reservation Deadline: January 20, 2019 or until our block is filled.

Make your reservations directly with the Eldorado:

- Online through hotel link at: [www.familyfarmallianceconference.com](http://www.familyfarmallianceconference.com)
- By phone: (800)687-8733, refer to booking code FFA2019

### **IMPORTANT INFORMATION:**

- All hotel room reservations must be made directly with the Eldorado online or by phone.
- Be sure to mention Family Farm Alliance (code FFA2019) to get the special rate.
- Rates cannot be changed at check-in or check-out for guests who fail to identify their affiliation at the time of the reservation.
- Reservations must be received by the Eldorado by January 20, 2019 to receive guaranteed group rate.
- Reservations after January 20 are subject to availability and may be at a higher rate.
- All room reservations are subject to a Resort Fee which includes round-trip airport shuttle service, both covered valet and covered self parking, unlimited local and toll free 800 phone calls, guest room and meeting space wireless internet for 2 devices per room, in-room guest coffee maker, admission to the health spa and boarding pass printing at the Bell Desk or Concierge Desk.
- A limited number of reduced rate rooms are available for the nights of Friday, February 22, and Saturday February 23. Friday/Saturday night rooms will be assigned on a first come first serve basis.
- The Eldorado requires a one night deposit on all rooms. Credit cards will be charged for one night by the hotel when the reservation is made.
- Cancellations/changes to reservations must be made with Eldorado Reservations Department at 800-687-8733 or online through the booking link.
- Charges are fully refundable up to 48 hours of scheduled arrival date. Cancellations made after 48 hours of scheduled arrival will be charged for one night.

**Family Farm Alliance, P.O. Box 1705, Clearlake Oaks, CA 95423 or Fax 707-327-0263**  
If you need more information, please contact us at 916-206-7186 or [ffameeting@aol.com](mailto:ffameeting@aol.com)

# 2019 FAMILY FARM ALLIANCE SPONSORSHIP and EXHIBITOR OPPORTUNITIES

## EXHIBITS

- CONFERENCE EXHIBITOR**  
\$500 Exhibit fee includes one exhibit table for company display in the conference meeting room for the duration of the conference, and ONE complimentary conference registration. Additional company representatives must register as a conference attendee and pay applicable registration fees.

## SPONSORSHIPS

- N/A **THURSDAY OPENING SESSION LUNCHEON** *sponsored by Irrigation Association/Irrigation Today*  
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration.
- THURSDAY RECEPTION COCKTAILS** *sponsored by Elephant Butte Irrigation District (\$1000); \$1000 still available*  
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration.
- THURSDAY RECEPTION HORS D'OEUVRES**  
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration.
- N/A **THURSDAY OPENING SESSION CONTINENTAL BREAKFAST** *sponsored by SRP*  
\$1000 Sponsorship
- N/A **FRIDAY MORNING CONTINENTAL BREAKFAST** *sponsored by Trout Unlimited*  
\$1000 Sponsorship
- THURSDAY AFTERNOON REFRESHMENTS**  
\$500 Sponsorship
- N/A **LANYARDS** *sponsored by Provost & Pritchard*  
\$250 Sponsorship. Imprint your company's name and message on lanyards that will be distributed at registration. Sponsor produces and provides lanyards.
- N/A **PENS** *sponsored by Irrigation Association/Irrigation Today*  
\$250 Sponsorship. Provide visitors with pens with your company's name and/or logo. Pens will be distributed at registration. Sponsor produces and provides pens.
- N/A **WRITING PADS** *sponsored by CREDA*  
\$250 Sponsorship. Provide visitors with writing pads with your company's name and/or logo. Writing pads will be distributed at registration. Sponsor produces and provides pads.
- PROMOTIONAL ITEMS (stress balls, fidget spinners, keychains, flash drives, tote bags, etc.)**  
\$250 Sponsorship. Provide visitors with your company's promotional item to be distributed at registration. Sponsor is responsible for all costs related to the item — production, shipping, etc.

**PLEASE INDICATE YOUR CHOICE OF EXHIBITOR AND/OR SPONSORSHIP ON THE ABOVE MENU AND COMPLETE THE INFORMATION ON THE REVERSE/NEXT PAGE. DEADLINE FOR EXHIBIT/SPONSORSHIP APPLICATION IS FEBRUARY 8, 2019. AFTER THE DEADLINE, PLEASE CONTACT JANE TOWNSEND (ffameeting@aol.com) or 916-206-7186 FOR AVAILABILITY.**

# 2019 FAMILY FARM ALLIANCE ANNUAL CONFERENCE EXHIBITOR/SPONSORSHIP APPLICATION

PLEASE NOTE THAT EXHIBITOR AND SPONSORSHIP OPPORTUNITIES ARE LIMITED AND WILL BE ACCEPTED ON A FIRST COME, FIRST SERVE BASIS. DEADLINE FOR EXHIBITOR/SPONSORSHIP APPLICATION IS FEBRUARY 8, 2019. AFTER FEBRUARY 8TH, PLEASE CONTACT US FOR AVAILABILITY.

## EXHIBITOR INFORMATION:

Exhibitors will be provided one skirted table for display of products or services during the general conference sessions on Thursday, February 21 and Friday, February 22. Stand alone exhibits are allowed but must fit within the space of an exhibit table. Exhibit setup will be in the Eldorado Convention Center (lower level of hotel) and must be completed on Wednesday evening, February 20, between the hours of 7pm and 11pm. Exhibits must be removed immediately following the conclusion of the conference on Friday, February 22 (approximately 12noon). Exhibit tables are limited and reservations will be accepted on a first come, first serve basis. Exhibitor fee includes ONE complimentary conference registration. Additional exhibitor company representatives must register as a conference attendee and pay applicable registration fees. Electrical connections and wifi will be available. **The deadline for exhibitor registration is February 8, 2019.**

**SPONSORSHIP INFORMATION:** All sponsors will be recognized on signage and in the printed meeting materials. Sponsorship opportunities are limited and will be accepted on a first come, first serve basis. Sponsors of lanyards, pens, writing pads and other promotional items agree to provide these items at no cost to the Family Farm Alliance. Sponsors will be responsible for any costs related to the shipping of any items to the Family Farm Alliance Conference in Reno. **The deadline for sponsorship registration is February 8, 2019.**

**HOTEL SHIPMENT INFORMATION:** Packages may be shipped to the hotel no more than 3 days prior to the event. The catering office must be notified in advance of the shipment (Kara Player, 800-648-4597, ext. 7271). Include the following information on deliveries: Eldorado Hotel, Family Farm Alliance Conference, # of packages, Guest Name, Date of Event (February 20-22), 345 N. Virginia Street, Reno, NV 89501. Service charges based on weight will be assessed by the hotel on any packages/shipments received or shipped by the hotel.

## PLEASE COMPLETE THE FOLLOWING:

### I. COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### II. TOTAL DUE

Exhibit Space \$ \_\_\_\_\_

Sponsorship \$ \_\_\_\_\_

**Total Due:** \$ \_\_\_\_\_

### III. PAYMENT METHOD:

Check payable to "Family Farm Alliance"

Credit Card: \_\_\_ VISA \_\_\_ MasterCard \_\_\_ American Express \_\_\_ Discover

Card No: \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

### RETURN FORM TO:

FAMILY FARM ALLIANCE, P.O. BOX 1705, CLEARLAKE OAKS, CA 95423 OR FAX: 707-327-0263.

IF YOU HAVE QUESTIONS, PLEASE CALL US AT (916)206-7186 OR EMAIL [ffameeting@aol.com](mailto:ffameeting@aol.com)