

4th Annual Texas Alliance for Water Conservation Water College

January 24, 2018

Lubbock Memorial Civic Center

Lubbock, Texas

8:30 a.m.	Registration and exhibits
8:50 a.m.	Welcome and Introductions <i>Cameron Turner, Texas Water Development Board</i>
9:00 a.m.	Overview of Texas Water Law <i>Tiffany Dowell Lashmet, Extension Specialist Agricultural Law with Texas A&M AgriLife Extension</i>
9:45 a.m.	Utilizing Variable Rate Irrigation Technology in West Texas Cotton <i>Lloyd Arthur, TAWC Producer</i> <i>Jeff Miller, Forefront Agronomy</i>
10:45 a.m.	Break with exhibits
11:00 a.m.	Update from Cotton Incorporated <i>Jesse Daystar, Chief Sustainability Officer with Cotton Incorporated</i>
11:30 p.m.	Improving Corn Water Use with Hybrid Selection: trait evaluation for both dryland and limited irrigated systems <i>Jourdan Bell, Assistant Professor, Agronomist Texas A&M AgriLife Extension Service</i>
12:00 p.m.	Lunch <i>Wyman Meinzer, Texas Nature Photographer</i>
1:00 p.m.	Upcoming Weather Patterns <i>Brian Bledsoe, Chief Meteorologist/Climatologist Colorado Springs</i>
1:30 p.m.	Update from Texas Water Development Board <i>Kathleen Jackson, Texas Water Development Board</i>
2:00	From Field to Fabric - Wrangler's Commitment to Healthy Soils <i>Roian Atwood - Director of Sustainability, Wrangler</i>
2:45 p.m.	Break with exhibits
3:00 p.m.	Profit Potential Using Split Pivot Irrigation Strategies in Cotton Production <i>Glenn Schur, TAWC producer</i> <i>Bob Glodt, AgriSearch Consulting</i>
4:00	West Texas Mesonet – Useful Tools to Aid Producers <i>Wesley Burgett, West Texas Mesonet Operations Manager</i>
4:30	Close

*Agenda is subject to change