6th Annual Water College

January 23, 2020
Lubbock Memorial Civic Center
Lubbock, TX

**Morning Sessions:**

8:30 am  Registration & Visit Booths

8:50 am  Welcome & Introductions

*Dr. Glen Ritchie, Department Chair and Professor of Plant & Soil Science, Texas Tech University*
*Cameron Turner, Manager, Agricultural Water Conservation Program, TWDB*

9:00 am  Future Trends in World Demographics and Ag: The Effect of Population Changes on the American Farmer

*Kevin Brinkley, President and CEO Plains Cotton Cooperative Association*

9:40 am  Using Cover Crops to Manage Soil and Weed Control While Being Economically Sustainable

*Kris Verett, Lubbock Texas Producer*

10:30 am  Break & Visit Booths

10:50 am  Real Farm Data – Using Irrigation Management Technology to Conserve Water and Gain Profitability

*Lloyd Arthur, TAWC Producer*
*Jeff Miller, Forefront Agronomy*

11:50 am  Update from the Texas Water Development Board

*Brooke Paup, Texas Water Development Board (TWDB)*

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The TAWC project was made possible through a grant from the Texas Water Development Board.
Afternoon Sessions:
12:15 pm  Lunch & Visit Booths

12:30 pm  Keynote Address  
Jodey Arrington,  U.S. Representative,  
District 19 Congressional District

1:30 pm  Upcoming Weather Patterns – What is in store?  
Brian Bledsoe,  Chief Meteorologist/  
Climatologist, Colorado Springs, CO

2:00 pm  Hot Topics of Texas Water Law  
Tiffany Dowell Lashmet J.D.,  
Extension Specialist Agricultural Law,  
Texas A&M AgriLife Extension

2:40 pm  Break & Visit Booths

3:10 pm  US Cotton Trust Protocol – What Farmers Need to Know  
Ken Burton,  Executive Director of  
U.S. Cotton Trust Protocol National  
Cotton Council

3:40 pm  The Future of Cotton Genetics and Weed Control  
Dr. Luis Herrera-Estrella,  President’s  
Distinguished Professor of Plant  
Genomics and Director of the Center  
for Functional Genomics of Abiotic  
Stress, Texas Tech University

4:30 pm  Close

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