



9<sup>th</sup> Annual Water College  
January 19, 2023  
Lubbock Civic Center

**9:00am – Welcome**

Clint Krehbiel, Dean, Davis College of Agricultural Sciences & Natural Resources, Texas Tech University

**9:15am – Wide Row Cotton with Covers: Proving less is more**

Kris Verrett, Lubbock County TAWC cooperating producer

**9:45am – Opportunities for Sorghum in Climate-Smart and Water-Smart Agriculture**

John Duff, Founder of Serō Ag Strategies

**10:15am – Break**

**10:30am – Playas Work for Texans; an overview of the Texas Playa Conservation Initiative (TXPCI)**

Heather Johnson, Region 1: Migratory Game Bird Specialist, Texas Parks and Wildlife

**11:00am – The Long-Term Motivation of Farmers: Can They Survive in an Uncertain World?**

Kevin Brinkley, President & CEO Plains Cotton Cooperative Association

**11:30am – Producer Advantages of the West Texas Weather Mesonet**

Wes Burgett, Operations Manager, West Texas Mesonet, Texas Tech University

**12:00pm – Lunch – Robert Duncan, Chancellor Emeritus, Texas Tech University**

**1:30pm – Cattle Market Outlook: Rebuilding the Herd (?) in 2023**

Justin Benevidez, Assistant Professor – Management Economist, District 1, Texas A&M AgriLife Extension

**2:00pm – Weather Outlook 2023**

Brian Bledsoe, Chief Meteorologist/Climatologist and Weather 5280 Specialist

**2:30pm – Close**

