

# DOUGLAS BENNETT

## PERSONAL INFORMATION

---

Date of Birth	26 November 1962
Birthplace	Marquette, MI (KI Sawyer AFB)
Citizenship	United States
Gender	Male
Marital Status	Married
Document updated	March 1, 2011

## EMPLOYMENT HISTORY

---

**SOUTHERN NEVADA WATER AUTHORITY, LAS VEGAS, NEVADA**  
*Conservation Manager, April 2000 to present*

### Strategic Responsibilities

- Develop and implement conservation strategies, policies and programming for a community of two million people in the Mojave Desert with a primary focus on consumptive demand management.
- Key team member in the development of water resource, demand management and drought response plans.
- Represent the agency before political boards, professional conferences and media.
- Coordinate with up to eight jurisdictional agencies to assure consistency of messaging and continuity of services. Prepare coordinated community outreach efforts and provide jurisdictional reports for regional programs.
- Participate in and lead development of national conservation policy through interaction with other organizations.

### Operational Responsibilities

- Developed and managed an annual O&M budget of up to \$48 million. Led development of a unified financial accountability and data management system for conservation programs.
- Supervise a staff of up to 37 personnel conducting educational, enforcement, research and incentive programs.

## **Programmatic Responsibilities**

- Developed the nation's largest landscape water conservation program, providing incentives for the conversion of more than 150 million square feet of landscape over a ten-year period. Operations include the use of aerial photography and GIS systems to measure and document converted areas.
- Developed and oversee innovative private/public partnerships to promote conservation, including programs with the restaurant, landscape, car wash, swimming pool and homebuilding industries.
- Developed and implemented the WaterSmart Innovations Conference since 2008, which is the world's largest professional event for urban water efficiency.
- Initiated the nation's first large-scale voluntary program to construct water efficient homes, resulting in construction of more than 8,400 labeled homes. The program served as a model for development of the EPA WaterSense New Home Program.
- Implemented multi-spectral imagery to assess quantity and type of irrigated landscape within a 350 square mile urban area to establish benchmarks and monitor change in existing and new development.
- Participate in the development of public information programs, including print and video educational materials and mass media campaigns.
- Participate in development and execution of regional and national research programs in collaboration with accredited universities, the U.S. Bureau of Reclamation and the U.S. Environmental Protection Agency, American Water Works Association, WaterReuse Foundation and Water Research Foundation.

## **CITY OF ALBUQUERQUE PUBLIC WORKS DEPARTMENT, ALBUQUERQUE, NEW MEXICO** ***Irrigation Conservation Manager, June 1995 to April 2000***

- Participated in development and implementation of conservation strategies, policies and programming for a community of 472,000 people in the Chihuahuan Desert.
- Developed programs related to landscape irrigation efficiency, xeriscaping, rainwater harvesting and other sustainable concepts.
- Responsible for the development and operation of a water waste enforcement program believed to be the first public water utility to assess violation fees to customer water bills. Implemented the use of mobile computers and video documentation of violations.
- Oversaw contract projects to install large meters in existing city parks to improve metering accountability and reduce unaccounted for water.
- Oversaw a water auditing program for single family and multi-family dwellings.
- Conducted an analysis of water use data and policies for the use of portable hydrant meters used in construction and maintenance activities. Developed and implemented new policies to reduce unaccounted water and water theft.
- Supervised a team of five personnel conducting educational, enforcement and incentive programs.
- Managed professional service contracts and capital programs of up to \$350,000, including large metering programs and residential water auditing programs.
- Represented the City in administrative hearings and court proceedings related to water policy violations.
- Represented the agency before political boards, professional conferences and media.
- Performed water use and cost analyses for industrial, commercial and institutional customers.
- Participated in the development of public information programs, including print and video educational materials and mass media campaigns.

## **NM STATE UNIVERSITY COOPERATIVE EXTENSION SERVICE**

*Assistant Professor, February 1987 to June 1995*

- Developed and implemented community-based programs in urban horticulture, youth development and community development.
- Managed community-based programs with up to 900 members and 125 volunteers. Responsible for developing and delivering a variety of educational programs in agriculture, horticulture, animal science and technology.
- Developed and operated successful Master Gardener programs in two counties. These structured programs trained volunteers in horticultural practices, including xeriscape, and developed into self-sustaining, community-based volunteer organizations.
- Developed a community farmers' market for local growers. Required the passage of a city ordinance to accommodate transient vendors on public land and development of a self-supporting organization.
- Utilized mass media to deliver educational programming, including authoring an award-winning newspaper column and community horticultural newsletter.
- Authored technical publications in horticulture and landscape irrigation for statewide distribution.

## **EDUCATION**

---

COLLEGE OF BUSINESS, NEW MEXICO STATE UNIVERSITY, LAS CRUCES, NM

*Master of Arts, Business and Personnel Management, May 1992*

- Emphasis on strategic business development and personnel management.

COLLEGE OF AGRICULTURE, NEW MEXICO STATE UNIVERSITY, LAS CRUCES, NM

*Bachelor of Science, Agricultural Pest Management, December 1986*

- Emphasis on plant pathology, entomology and horticulture.

## **TECHNICAL CREDENTIALS**

---

IRRIGATION ASSOCIATION

*Certified Landscape Irrigation Auditor, August 1995*

CA-NV SECTION, AMERICAN WATER WORKS ASSOCIATION

*Certified Conservation Practitioner, April 2005*

## AWARDS & DISTINCTIONS

---

### Personal Awards

Distinguished Service Award  
New Mexico Association of 4-H Agents  
1994

First Place National Award  
Turfgrass/Horticulture – Category 1  
National Association of County Agricultural Agents  
1994

First Place, Western Region  
Personal Column  
National Association of County Agricultural Agents  
1990

First Place State Award, New Mexico  
Public Relations In Daily Efforts  
National Association of County Agricultural Agents  
1990

2<sup>nd</sup> Place National Award  
Turfgrass/Horticulture Communications  
National Association of County Agricultural Agents  
1989

### Team Awards

EPA Water Efficiency Leadership Award  
2006

Pinnacle Best of Show – Public Relations Program  
Water Smart: Drought Communications Campaign  
Public Relations Society of America  
2005

Pinnacle Award of Excellence – Video  
Detecting and Silencing Leaks  
Public Relations Society of America  
2004

Pinnacle Award of Excellence – Direct mail  
SNWA Drought Watering Schedule  
Public Relations Society of America  
2003

## SELECTED PUBLICATIONS & ARTICLES

---

### Selected Publications and Articles

Sovocool, K.A., M. Morgan and D. Bennett. (2006). An in-depth investigation of Xeriscape as a water conservation measure. *Journal AWWA*, 98:2.

Frank, L. and D. Bennett. (1999). *Low Volume Irrigation Design and Installation Guide*. City of Albuquerque, NM. 22 p.

Bennett, D. (1999). Albuquerque reduces water consumption by twenty-four percent, *Irrigation Business and Technology*, 7(6), pp. 22-28.

Bennett, D. and L.E. Doxon. (1994). *Tree Pruning Techniques*. New Mexico State University, Las Cruces, New Mexico. Guide H-156. 4 p.

## **Selected Publications and Articles – continued**

Bennett, D.B., L. Doxon and E.K. Grubaugh. 1990. I can dig it: A guide to installing a home sprinkler system. New Mexico State University, Las Cruces, New Mexico. Guide M-303. 8 p.

Porzig C. and Bennett D. (1997). Key sites of irrigation on the Internet, *Journal of Applied Irrigation Science*, 32(1).

Porzig C. and Bennett D. (1997). Cyberspace station: Surfing the supercanal, *Irrigation Business and Technology*, 5(1). p 22.

## **Selected Publications Reviewed**

Yudelson, J. 2010. Dry Run: Preventing the Next Urban Water Crisis. New Society Publishers. 281 p.

Wilson, T. 2004. Site Water Management Planning: A Handbook for landscape, water conservation, golf and irrigation professionals. Bilhah Publishing. 291 p.

Schultz, R.D. 1998. The Complete How-To Guide to Xeriscaping. City of Albuquerque, NM. 46 p.

## **SELECTED RECENT PROFESSIONAL AND TECHNICAL PRESENTATIONS**

---

2010 North Texas Regional Water Conservation Symposium. Arlington, TX. November 18, 2010.

International Emerging Technology Symposium. International Association of Plumbing and Mechanical Officials. Ontario, CA. May 11, 2010.

Intelligent Use of Water Summit. Rainbird Corporation. Washington, DC. April 15, 2010.

Sustainable Water Management Conference. American Water Works Association. Albuquerque, NM. April 12, 2010.

Sacramento Regional Water Authority water efficiency workshop. Sacramento, CA. December 15, 2009.

Irrigation Show 2009. Irrigation Association. Panel discussion on challenges and collaboration between water agencies and the landscape industry. December 3, 2009.

Ecological Landscaping Conference. Ohio State University. Cleveland, OH. December 1, 2009.

2009 AWWA Annual Conference (ACE09). Drought Response in Nevada. San Diego, CA. June 18, 2009.

Minnesota Green Expo. Minnesota Nursery and Landscape Association. Minneapolis, MN. January 7, 2009.

## PROFESSIONAL COMMITTEES & AFFILIATIONS

---

U.S. Greenbuilding Council. Chicago, IL. Water Efficiency Technical Advisory Group member. July 2009 to present.

WaterReuse Foundation. Project Advisory Committee member. 2010-2011

Water Research Foundation. Project Advisory Committee member. 2010-2011.

WaterSmart Innovations Conference. Las Vegas, NV. Program Chair. 2008 – Present

American Water Works Association Conservation Division Trustee. 2007-2009.

Irrigation Water Management Society. Cheney, WA. Advisory Committee member. 2005 – current.

American Water Works Association. Denver, CO. Member. 2000-current

Irrigation Association. Falls Church, VA. Member. 1995-current.

New Mexico Irrigation Association. Secretary. 1993-1995.

New Mexico Association of Extension 4-H Agents. President. 1993.