



**October 23-24, 2015 • Sacramento, CA
with Brad Lancaster**
Special Guest Saturday Evening Alicia Funk

brought to you by



Mission

Grow Water, a nonprofit project of Inquiring Systems Inc., provides pioneering, cutting-edge household, community, and regional water use solutions for:

- Water conservation practice and policy;
- Facilitating water-harvesting,
- Greywater, conservation,
- Food production, and
- Integrated design in the Sacramento region and beyond.

Event Introduction

We may come from different disciplines, but we are all connected by our need to assure abundant water for everyone. We invite:

- Water agencies,
- Government leadership,
- Educators and policymakers,
- The solar industry,
- LEED innovators, developers, architects, the construction industry,
- Sustainability supporters, foodies, farmers, composters, gardeners, and
- Like-minded nonprofits and companies;

Join us as a co-sponsor and supporter of Grow Water's upcoming October event, Re-Envisioning Sustainability, showcasing Brad Lancaster, an internationally renowned water harvesting expert, author and educator whose work transformed water use and policy in his hometown of Tucson, Arizona. Lancaster has also worked extensively with municipalities in Arizona, Southern California, Mexico, North Carolina, and Iran.



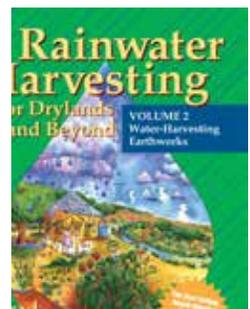
Lancaster will be joined by Alicia Funk, founder of the Living Wild Project and co-author of the 1st and 2nd edition of Living Wild: Gardening, Cooking, and Healing with Native Plants of California. Funk worked as a consultant in the natural products industry for twenty years, with Whole Foods, the American Botanical Council and other organizations.



Event Overview

Friday, October 23, 2015, Grow Water's luncheon from 11 am to 2pm will host local government and municipal officials, water district leaders, decision-makers, and like minded nonprofits for a discussion to learn how other regions thrive by implementing water harvesting innovations. Examples

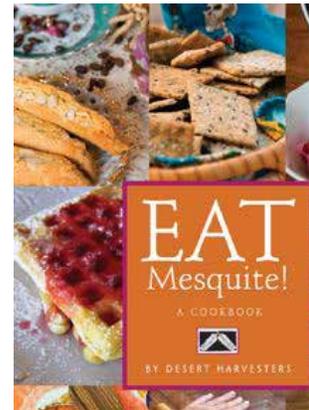
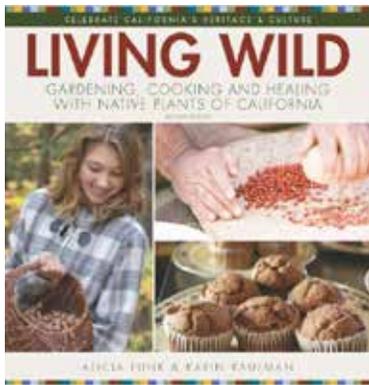
are: community involvement while enhancing our environment through rebates, and manuals and updates to ordinances for rainwater and greywater harvesting. Lancaster will share his experience working with cities, municipalities, and other community leaders and will offer solutions for the Sacramento region. His work in Los Angeles, California and his hometown Tucson, Arizona has been instrumental in flood control, sequestering pollution and reducing city irrigation needs.



Friday evening we invite students, teachers, sustainability teachers, permaculture enthusiasts and everyone from Northern California from 5pm to 9pm at American River College. Join Brad on a journey to re-envision our current path of scarcity to a path of abundance. This discussion will introduce you to solutions in water, energy, and waste, re-connecting and growing our relationship with our watershed, region and our home. Come learn from one of the world's leaders in water harvesting. Join us at 5pm for a book signing with Brad Lancaster and enter to win prizes from rain barrels to ollas in our exciting raffle. Sacramento Republic Football Club has donated signed memorabilia for the raffle!

Saturday, October 24, 2015, continues with an early afternoon luncheon workshop on Integrated Design & WATERGY. Lancaster will highlight the little discussed connection between water, energy, and carbon emissions, known as WATERGY. What is the water cost of energy? What is the energy cost of water and associated carbon emissions? 30% of California's energy is used in treating, moving and pumping water. Join us as Brad covers the Water-Energy-Carbon nexus. Learn how sun/shade harvesting, passive solar design, and other techniques can reduce water and electricity use in California.

Saturday evening plans to be a wild time. Lancaster and Funk will highlight native plants used for food and medicine from their respective regions. Lancaster's work of "planting the rain" along with indigenous, perennial food and medicinal plants with Desert Harvesters, and Funk's work with local native California plants, including her book, nutritional data, and recipes are sure to make this discussion relevant to our climate and ecology. This talk will take place at the historical Guild Theater in Oak Park. If that wasn't enough WILD FUN, the evening will include native plant treats, wine, raffle prizes, and a book signing with Brad Lancaster and Alicia Funk.



We need you

We invite you to collaborate with us and co-sponsor this event because it addresses water, local food, soil health, biodiversity, policy, the water-energy-carbon nexus, education, and more. We seek a diversity of partners, collaborators, and sponsors to help host this event. We envision it as the first of many, much like the current Farm to Fork Movement events. Position your organization as a leader in this vital and innovative approach to creating abundance resources and a truly local, sustainable economy.

You won't want to miss this chance to help Sacramento learn water and energy saving strategies that are sure to become as successful in our region as they have in other regions where Brad has worked. Please contact Rodger Sargent at rodger@growwater.org or 916-335-5906 by September 5th at the latest to let us know how you want to help support this event and to assure your organization receives credit on our publicity and materials.



Event Details

Re-Envisioning Sacramento's Water

Date: October 23, 2015

Time: 11 am to 2 pm

Location: TBA

Who should attend: Water districts, government officials, stormwater management, municipal departments of transportation, engineers, other non profit organizations, and any agency that would like to learn about successful implementation of stormwater management, habitat corridors, traffic calming, flood mitigation, and heat island abatement through Best Management Practices / Low Impact Design.

Details: Grow Water invites you and your agents to a lunch catered by JR's BBQ with Brad Lancaster. Lancaster brings 20 years of experience working with cities, counties and utilities districts developing:

- Water harvesting rebate programs,
- Local rainwater harvesting manuals,
- Low Impact Development best practices and policy,
- New development design,
- City greywater policies and best practices,
- Stub outs in new construction, and
- Ordinance revisions

Lancaster helped draft Tucson's Commercial Landscape Irrigation Ordinance (by which a minimum of 50% of landscape irrigation must come from harvested rainwater) and assisted in the writing and policy considerations of multiple "Green Street" / Low Impact Development manuals, projects, and ordinances such as Los Angeles County's " Model Design Manual for Living Streets."

Enjoy a lunch sponsored by (Your company name here) as Brad Lancaster shares his experiences, success and projects implemented throughout the world.

Re-Envisioning Sustainability

Date: October 23, 2015

Time: 5 pm to 9 pm

Location: American River College

Who should attend: Students, teachers, sustainability program directors, *Everyone!*

Details: Grow Water is excited to bring Brad Lancaster to American River College for an evening of re- envisioning sustainability. Come learn from one of the world's leading water harvesting experts who will take you from the wasteful path of scarcity to the stewardship path of abundance. Lancaster will cover:

- The Unique Story of Place
- The path to scarcity: degenerative practices of draining, paving, pumping, daming, piping, plowing, imported water and energy consumption, habitat decline, big ag, etc and their effects on our region.
- Solutions: How we can partner with natural processes to re- enable our place to be what it wants to be at a home, neighborhood, and bio regional level.
- How can we re envision our relationship with water? Rainwater, greywater, blackwater, watershed restoration, etc.
- How can we re- envision our relationship with energy? Partnering with the free, onsite produced powers of sun, wind, shade, gravity. WATERGY
- How can we re- envision our relationship with place? Native plants for food, medicine, shade, habitat, ecosystem services, etc.
- Re- envisioning our concepts of " waste."

Re-Envisioning Energy

Date: October 24, 2015

Time: 11 pm to 2 pm

Location: TBA

Who should attend: New developers, solar industry, developers, utility districts, construction companies, LEED, sustainability teacher's, landscape architects, construction architects, and designers

Details: Lancaster will highlight the little discussed connection between water, energy, and carbon emissions, known as WATERGY and the potential energy savings. How much water is used in the generation of electricity from different sources? How much energy is used to source, distribute, and treat water where there is indoor plumbing or pumped irrigation systems? How much energy is expended in treating the water we use and send down the drain? How many pounds of CO₂ are emitted to generate one kilowatt hour of electricity? The numbers are unsettling.

Lancaster will offer design strategies that offset these numbers by partnering with the free powers of the sun, shade, wind, and gravity, passive solar design, creating living "solar arcs" and shade traps, and more. He will explain how to integrate these strategies with rainwater and greywater harvesting to create effective living systems that utilize and generate free onsite resources and energies, rather than imported, high cost, systems that degrade our environment.

Re-Envisioning Local Foods

Date: October 24, 2015

Time: 5 pm to 9 pm

Location: Guild Theater

Who should attend: Educators, permaculture practitioners, designers, landscape architects, homeowners, native food enthusiasts, chefs, foodies, gardeners, farmers, naturalists, *everyone!*

Details: Local food, and sustainability are about much more than simply growing food in one's backyard, or in their locale. Food localization means cultivating a sense of place, of shifting the way we eat, garden and heal ourselves by reconnecting to our California heritage and diversity. Learn how Brad Lancaster turned his barren neighborhood in Tucson, Arizona into a beautiful, thriving, native food and medicine producing, habitat providing, shaded oasis using no imported water, energy, or fertility. Learn about his work with Desert Harvesters, an amazing nonprofit that strives to promote, celebrate and enhance local food and water security by encouraging the planting of rain along with indigenous, food-bearing perennial plants which are planted within or around rainwater harvesting features.

Gain a truly local perspective with Alicia Funk, and her incredible work with The Living Wild Project. Wrap your taste buds around local, native foods and beverages! We don't have to look to the rainforests to find exotic superfoods and medicine: They grow here! Learn about some of our local indigenous plants, their extreme health benefits, (who knew that manzanita berries have three times the antioxidants of blueberries?! And they don't need supplemental irrigation!) recipe ideas, and how to plant them along with the rain that will nourish them.



Beers with Brad!

Date: October 24, 2015

Time: 10 pm to 12 pm

Location: TBA

Who should attend: Anyone who wants to have a beer with Brad!

Details: Join us at TBA for Beers with Brad! Hang out with the water harvesting guru, grab a beer and help Grow Water build water harvesting features in Sacramento and change ordinances at the capitol! More details to follow as the date approaches.

Event Specials and Fund Raising

Book Signings

Brad (Friday and Saturday Evening) and Alicia (Saturday Evening) will sign books to raise money for Grow Water programs at \$5 a book.

\$5 Raffle Tickets

- Water Harvesting Dryland and Beyond #2, Signed (4)
- Ollas from Dripping Springs - \$30 value per (4)
- Native Plant Donated by Sacramento Valley, California Native Plant Society - \$10 value per (4)
- Alicia Funk Book, signed (2)

\$10 Raffle Tickets

- Rain Barrel - \$150 value per (2)
- L2L Kit - \$150.00 value per (2)
- Water Harvesting Consultation at your home from Grow Water - \$150 value per (2)
- Sacramento Republic autographed memorabilia

Advertising and Marketing

Website: www.growwater.org/brad - Informative site with all the details covering Brad and Alicia's visit to Sacramento, CA.

Facebook: Weekly updates on Grow Water's Facebook page will keep the audience informed.

Promotional posts that will be advertised throughout Northern California.

4 x6 Postcards - 5,000: Great for handing out at venue's, to students, and leaving at stores and partners place of business. This file file be available as a digital download.

11 x1 7 Poster - 250: Posters will be placed at the Sacramento and Davis Co Op, grocery stores, schools, EPA building, and other places that allow us to post it. This file file be available as a digital download.

Event Ticketing and Other Detials

Eventbrite - www.eventbrite.com/r/growwater (not avaiable yet)

Sponsor Contributions via PayPal send to growwaterorg@gmail.com or visit

www.growwater.org/donate.html

EIN 94-2524840

Please contact us at growwaterorg@gmail.com if you have any questions, comments or concerns.