



# *Registration Brochure*

*CGA's 70th Annual  
Convention and Tradeshow*

October 25-27, 2018  
Grand Sierra Resort and Casino  
Reno, NV

A decorative graphic consisting of three horizontal orange lines of varying lengths, connected by a central downward-pointing chevron shape.




# CGA's 70th Annual *Convention and Tradeshow*



## Our Mission:

- Caring for California's groundwater resources
- Giving high quality service to members and the public
- Acting in the best interest of the groundwater industry



Join CGA for our 2018 Annual Convention and Tradeshow in the Biggest Little City in the world, Reno, NV at the Grand Sierra Resort. Our Convention Committee has worked diligently to build a top-notch educational program, including water treatment issues, a legislative update on the all of the hot button issues, well destruction...just to name a few!

We also will host the tradeshow beginning Thursday evening and continuing through the afternoon on Saturday. A diverse group of vendors will be displaying the latest innovations and products for groundwater.

## General Information and Frequently Asked Questions

### Where is the Seminar?

All activities associated with the 2018 Annual Convention and Tradeshow will take place at:  
Grand Sierra Resort  
2500 E. 2nd St.  
Reno, NV 89595  
Tel: 775-789-2000

### How do I register?

The deadline to pre-register for the Convention is October 12, 2018. Sign up online at <https://groundh2o.site-ym.com/page/AnnualConvention>

### What if I register after the October 12, 2018 deadline?

You will need to register onsite at the Convention. There is no additional fee assessed for onsite registration.

### What is the cancellation policy?

Cancellations must be submitted IN WRITING and received by CGA (via fax, mail or email) no later than October 12, 2018. All cancellations received on or before October 12, 2018, will be refunded less a \$25 processing fee. There will be NO refunds for cancellations made after October 12, 2018.

### What is the substitution policy?

If you are registered but cannot attend, substitutions are acceptable. While onsite substitutions are allowed, if you communicate a substitution before October 12th the person attending will have a name badge onsite.

### When can I pick up my registration materials?

Registration materials will be available onsite at the registration desk during the following hours:

Thursday, October 25, 2018  
7:30 AM – 5:00 PM  
Friday, October 26, 2018  
7:30 AM – 4:00 PM  
Saturday, October 27, 2018  
8:00 AM – 3:30 PM

### Is there a dress code for the Annual Convention and Tradeshow?

Appropriate dress for the Annual Convention is casual. This year we are hosting a 50's themed event, so we welcome attendees to dress to our theme throughout the event!

### Are there special group rates available at the Grand Sierra Resort?

Yes! The Grand Sierra Resort has extended the discounted rates of \$85-\$105 per night depending on room type, plus taxes and fees, to CGA for the 2018 Annual Convention and Tradeshow. Hotel accommodations can be made online <https://book.passkey.com/e/49444511> or by calling the hotel and identifying yourself as a CGA attendee.

### By when do I need to book my hotel accommodations?

The discounted room rate of \$85 ends September 23, 2018.

### New This Year!

In addition to our new two day tradeshow format, we have made a few more changes throughout the event!

- **Silent Auction** – This year, our silent auction is moving from the banquet to the tradeshow floor! If you have any items to donate, please drop them off at registration starting Thursday evening and make sure to bid on some great items!
- **2019 Exhibitor Booth Selection** – Are you interested in exhibiting that the 2019 Convention? If so, make sure you secure your booth on Friday, October 26th from 10:30AM - 2:30PM! Booth selection will be open to all exhibiting companies on a first come first serve basis. Payment must be submitted no later than 12/31/2018 to guarantee your selection.

## Thursday, October 25, 2018

### Registration Hours

7:30 AM – 5:00 PM

### Golf Tournament (Lunch Included)

8:00 AM – Lakeridge Golf Course

### Education Sessions

- 8:00AM - 12:00PM  
Nevada Regulations – Jacob Echeverria, State of Nevada
- 12:00PM - 2:00PM  
Well and Septic System Maintenance – Thi Pham, RCAC
- 2:00PM - 4:00PM  
Update on groundwater laws – Jessie Richardson, Water Systems Council
- 2:00PM - 4:00PM  
Marketing Your Business – Tom Krazen, Kings River Drilling

**Exhibitor Meet and Greet** – Come Meet our Sponsors and Exhibitors and get grab a drink!  
5:30PM – 6:30PM

### Bowling Tournament and Dessert

7:00PM – 9:30PM

### Texas Hold'em Tournament

9:30PM

## Friday, October 26, 2018

### Registration and Silent Auction Hours

8:00AM – 3:00PM

### Breakfast with the Exhibitors

8:00AM – 10:15AM

### Educational Sessions – Exhibit Hall Closed

10:15AM - 11:30AM

- Meters and Trouble -Shooting Pump Systems - Dan Featherstone, Pentair
- Basic Geologic Conditions Related to Well Design and Performance – Jeremy Wire, Geo-Consultants
- How Water Well Contractors Become Invincible to Lawsuits and Save Thousands in Taxes – Riva Daniel, American Society of Asset Protection

### 2019 Exhibitor Booth Selection

10:30AM - 2:30PM

(Payment must be received by 12/31/2018 to secure booth selections)

### General Membership Meeting and Luncheon on the Tradeshow Floor!

11:30AM - 1:15PM

### Educational Sessions

1:15PM - 2:30PM

- Explosives – Tylor McMillian, Tylor McMillians Well Service, LLC
- Heavy Duty Well Screens For Deep Wells – Edd Schofield

### Exhibit Hall Break

2:30PM – 3:00PM

### Educational Sessions – Exhibit Hall Closed

3:00PM – 4:15PM

- Well Rehabilitation – Norman Howard, Cotey Chemical
- Nitrates, Are They Actually An Issue? – Larry Newcomb, Septic Layout

### Manufacturer/Supplier Division Meeting

3:00PM – 4:00PM

## **70th Annual Banquet Reception**

6:30PM – 7:15PM

## **70th Anniversary Banquet, Awards and Live Auction**

7:15PM – 10:30PM

## **Saturday, October 27, 2018**

### **Registration and Silent Auction Hours**

8:00AM – 3:30PM

### **Breakfast with the Exhibitors**

8:00AM – 11:15AM

### **Educational Sessions**

11:15AM - 12:15PM

- Growing Your business with solar pumping, When & Where?– Aaron Dretel
- Well Repair Tools and Techniques and Rehabilitation Techniques – Mike Guardino, Welenco Inc/Water Well Technology

### **Tradeshow Luncheon**

12:15PM – 1:30PM

### **CGAA Luncheon and Event**

12:15PM – 2:15PM

### **Educational Sessions – Exhibit Hall Closed**

1:30PM - 2:45PM

- Basic Geology and Lab Work – Jeremy Wire, Geo-Consultants

### **Spirits Tasting**

3:30PM – 4:45PM

### **Blackjack Tournament**

6:30PM – 8:30PM

## **Session Descriptions**

Here are some of the exciting session descriptions for the upcoming convention!

### **Update on Groundwater Laws**

This session discusses recent court cases and legislative developments that may impact water well contractors in California. Federal Reserved Water Rights, exempt wells, mandatory connection and the California Sustainable Groundwater Management Act are some of the topics that will be discussed. The speaker will also address how well contractors can ensure that their views will be considered by local, state and federal policy makers.

### **Meters and Trouble -Shooting Pump Systems**

The goal of this training is to review the various meters seen in our profession, trying to answer the question do I really need that kind of meter. What can I really test and understand what the condition am testing mean? What is a bad reading, what is a good reading? What is the meter really telling me? In the time we have we will also look at trouble shooting of a Variable Speed Drive and discover often you do not need a meter to trouble shoot the system. The ultimate goal is to get you comfortable with using and understanding a meter and understanding how the pump system parts interact and potentially fail.

### **How Water Well Contractors Can Become Invincible to Lawsuits and Save Thousands in Taxes**

Learn the strategies and tools the nation's top law firms use to save their clients millions of dollars each year. This lecture provides solutions to three major problems: lawsuits, taxes, and probate

### **Business Development with a Focus on Marketing**

Business Development is the creation of longterm value for your organization from customers, markets, and relationships by knowing who you are and where you are going. In the simplest terms, business development can be summarized as the ideas, initiatives, and activities aimed towards making your business better. This includes increasing revenues, growth in terms of business expansion, increasing profitability, building strategic partnerships, and making good business decisions. It is a dream with a light at the end of the tunnel but as you get closer, moving the tunnel further back again. Today, we will explore mostly the Marketing side of Business Development.

## Registration Information

Full registration fees include: Admission to the three-day convention and tradeshow; all seminars; all meal functions listed; and conference materials. Additional activities listed below require separate registration.

### Contractor/Technical/Individual

\$240.00	Early Bird Full Conference Member
\$300.00	Early Bird Full Conference Non-Member
\$290.00	Full Conference Member
\$350.00	Full Conference Non-Member
\$75.00	Single Day Member
\$100.00	Single Day Non-Member

### Exhibiting Manufacturer/Supplier

\$240.00	Early Bird Full Conference Member
\$300.00	Early Bird Full Conference Non-Member
\$290.00	Full Conference Member
\$350.00	Full Conference Non-Member
\$75.00	Single Day Member
\$100.00	Single Day Non-Member

### Non-Exhibiting Manufacturer/Supplier

\$400.00	Early Bird Full Conference Member
\$420.00	Early Bird Full Conference Non-Member
\$470.00	Full Conference Member
\$490.00	Full Conference Non-Member
\$150.00	Single Day Member
\$175.00	Single Day Non-Member

### Affiliate

\$400.00	Early Bird Full Conference Member
\$420.00	Early Bird Full Conference Non-Member
\$470.00	Full Conference Member
\$490.00	Full Conference Non-Member
\$150.00	Single Day Member
\$175.00	Single Day Non-Member

### Separate Registration Required

Golf Tournament: \$150
Bowling: Adult - \$40
Child (Ages 12-18) - \$20
Poker Tournament: \$75
Blackjack Tournament: \$100
Beer/Whiskey Tasting: \$25

## Registration Form

Full registration fees include: Admission to the three-day convention and tradeshow; all seminars; all meal functions listed; and conference materials. Additional activities listed below require separate registration.

Contact Information		
<b>Name:</b>	<b>Title:</b>	
<b>Organization:</b>		
<b>Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Email:</b>	<b>Phone:</b>	

Registration Fees (Check All That Apply):					
<b>Contractor/ Technical/Individual</b>	<input type="checkbox"/> \$240.00 Early Bird Full Conference Member <input type="checkbox"/> \$300.00 Early Bird Full Conference Non-Member <input type="checkbox"/> \$290.00 Full Conference Member <input type="checkbox"/> \$350.00 Full Conference Non-Member <input type="checkbox"/> \$75.00 Single Day Member <input type="checkbox"/> \$100.00 Single Day Non-Member	<b>What is the cancellation policy?</b> Cancellations must be submitted IN WRITING and received by CGA (via fax, mail or email) no later than October 12, 2018. All cancellations received on or before October 12, 2018, will be refunded less a \$25 processing fee. There will be NO refunds for cancellations made after October 12, 2018.			
<b>Exhibiting Manufacturer/ Supplier</b>	<input type="checkbox"/> \$240.00 Early Bird Full Conference Member <input type="checkbox"/> \$300.00 Early Bird Full Conference Non-Member <input type="checkbox"/> \$290.00 Full Conference Member <input type="checkbox"/> \$350.00 Full Conference Non-Member <input type="checkbox"/> \$75.00 Single Day Member <input type="checkbox"/> \$100.00 Single Day Non-Member	<b>What is the substitution policy?</b> If you are registered but cannot attend, substitutions are acceptable. While onsite substitutions are allowed, if you communicate a substitution before October 12th the person attending will have a name badge onsite.			
<b>Non-Exhibiting Manufacturers/ Supplier</b>	<input type="checkbox"/> \$400.00 Early Bird Full Conference Member <input type="checkbox"/> \$420.00 Early Bird Full Conference Non-Member <input type="checkbox"/> \$470.00 Full Conference Member <input type="checkbox"/> \$490.00 Full Conference Non-Member <input type="checkbox"/> \$150.00 Single Day Member <input type="checkbox"/> \$175.00 Single Day Non-Member				
<b>Affiliate</b>	<input type="checkbox"/> \$400.00 Early Bird Full Conference Member <input type="checkbox"/> \$420.00 Early Bird Full Conference Non-Member <input type="checkbox"/> \$470.00 Full Conference Member <input type="checkbox"/> \$490.00 Full Conference Non-Member <input type="checkbox"/> \$150.00 Single Day Member <input type="checkbox"/> \$175.00 Single Day Non-Member				
<b>Golf Tournament</b>	<input type="checkbox"/> \$150	<b>Bowling</b>	<input type="checkbox"/> Adult - \$40 <input type="checkbox"/> Child- \$20		
<b>Poker Tournament</b>	<input type="checkbox"/> \$75	<b>Blackjack Tournament</b>	<input type="checkbox"/> \$100	<b>Beer/Whiskey Tasting</b>	<input type="checkbox"/> \$25

Payment Information: (Payment must accompany registration form for processing.)	
<b>Payment Enclosed In The Amount of:</b>	<b>Total</b> \$
<input type="checkbox"/> Check # _____	<input type="checkbox"/> Pay Online at <a href="http://www.groundh2o.org">www.groundh2o.org</a>



[www.groundh20.org](http://www.groundh20.org)  
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