

THE 2023 BUSINESS OF RUNNING A UTILITY



GATLINBURG CONVENTION CENTER

AUGUST 9-11

EXHIBITOR INFORMATION & REGISTRATION

EVENT SCHEDULE

SIX HOURS OF OPERATOR CE, TAP, COMMISSIONER, & MUNICIPAL UTILITY OFFICIAL TRAINING AVAILABLE!

TUES AUGUST 8

2:00 – 5:00PM

EXHIBITOR SETUP

WEDS AUGUST 9

10:00AM – 3:00PM

EXHIBITOR SETUP

11:30AM – 2:30PM

WOMEN IN WATER SUMMIT

2:00 – 6:00PM

CONFERENCE REGISTRATION/
TUPAC SILENT AUCTION

4:30 – 6:30PM

OPENING RECEPTION

THURS AUGUST 10

7:00 – 9:30AM

CONTINENTAL BREAKFAST

7:30–1:00PM

TUPAC SILENT AUCTION

9:30 – 11:00AM

SUPERSESSION, AWARDS

CEREMONY, & TN'S BEST

TASTING WATER CONTEST

11:30 – 1:00PM

LUNCH

1:00PM

EXHIBIT HALL CLOSES

1:00 – 4:00PM

SESSIONS

FRI AUGUST 11

7:00 – 8:30AM

BREAKFAST

8:30 – 11:30AM

SESSIONS

HOTEL INFO

WE ENCOURAGE YOU TO MAKE RESERVATIONS EARLY AS ALL ACCOMMODATIONS ARE FIRST COME, FIRST SERVED.

EDGEWATER HOTEL

\$119

865.436.4151

EDGEWATER-HOTEL.COM

GILLETTE MOTEL

\$140-\$150

865.436.5601

GILLETTEMOTEL.COM

GLENSTONE LODGE

\$99-\$179

GROUP CODE: TAUD23

865.277.8611

GLENSTONELODGE.COM

HAMPTON INN HISTORIC NATURE TRAIL GROUP CODE: TAD

\$159

865.436.4933

GATLINBURGHISTORICNATURE
TRAIL.HAMPTONBYHILTON.COM

HAMPTON INN PARKWAY GROUP CODE: T23

\$159-\$169

865.436.4878

BIT.LY/3PCZ80M

MICROTEL GROUP CODE: TAUD

\$59-\$99

866.399.0107

GATLINBURG.HGI.COM

PARK PLACE CONDOMINIUMS GROUP CODE: TAUD AUG2023

\$195-\$295

865.436.6303

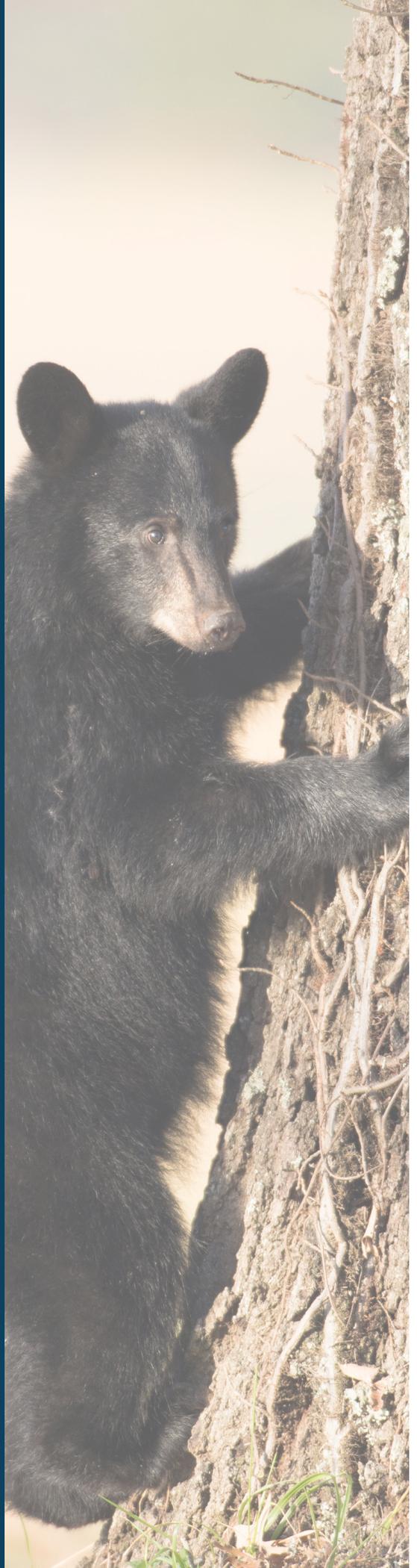
PARKPLACECONDOS.COM

THE PARK VISTA

\$128

865.436.9211

PARKVISTA.COM



SESSIONS SCHEDULE

TOPICS/SPEAKERS/TIMES SUBJECT TO CHANGE.

THURSDAY // 08.10.2023

	MILLS AUDITORIUM	BALLROOM D	MILLS 4
	ADMINISTRATIVE	WATER TREATMENT & DISTRIBUTION	WASTEWATER & COLLECTION
7:00	CONTINENTAL BREAKFAST // EXHIBIT HALL OPENS		
9:45	TAUD OPENING SUPERSESSION, AWARDS PRESENTATION & BEST TASTING WATER CONTEST FINALS *HELD IN MILLS AUDITORIUM [MUST ATTEND FOR CE CREDIT & DOOR PRIZE QUALIFICATION]		
11:30	LUNCH IN EXHIBIT HALL		
1:00	TENNESSEE BOARD OF UTILITY REGULATION (TBOUR) ROSS COLONA COMPTROLLER OF THE TREASURY	WT TDEC UPDATE REPRESENTATIVE FROM TDEC	WW TDEC UPDATE REPRESENTATIVE FROM TDEC
2:00	LEGISLATIVE UPDATE 2023 DON SCHOLES TAUD	PFAS AND WATER RESIDUALS TBD	PFAS AND WASTEWATER RESIDUALS ROB LANTZ SMITH, SECKMAN, AND REID
3:00	ARP PROCESS FROM BIDDING TO GETTING PAID VENA JONES & JOHN GREER TDEC TAUD	INVESTING IN CELLULAR (AMI) ADAM BEROWSKI BADGER METER COMPANY	WIRELESS SEWER FLOW MONITORING DAVID R. BROWN HACH

FRIDAY // 08.11.2023

ALL EVENTS HELD ON UPPER LEVEL

7:00	BREAKFAST // MILLS AUDITORIUM LOBBY		
8:30	UNDERSTANDING CYBER-SECURITY WITHOUT GETTING TECHNICAL LISA ATKINSON ZELVIN SECURITY	TASTE & ODOR ISSUES ON THE HIWASSEE RIVER BRANDON FROST & STEVE BARGER ETOWAH UTILITIES CLEVELAND UTILITIES	DECENTRALIZED TREATMENT: ORENCO ADVANTEX TECHNOLOGY JACKSON BROWNFIELD SPECIALIZED OPERATIONS SERVICES, INC.
9:30	GIS & UTILITIES HELEN ORLET OHM ADVISORS	CYBER SECURITY PLANS DAVID MONEY & GREG BAKER TAUD	
10:30	SECURING UTILITY NETWORKS CASEY JACKSON FIRST UTILITY DISTRICT OF KNOX CO.	CERAMIC MEMBRANES RON MANNES CROSSTEK	

EXHIBIT HALL HOURS

WEDNESDAY 4:30-6:30PM

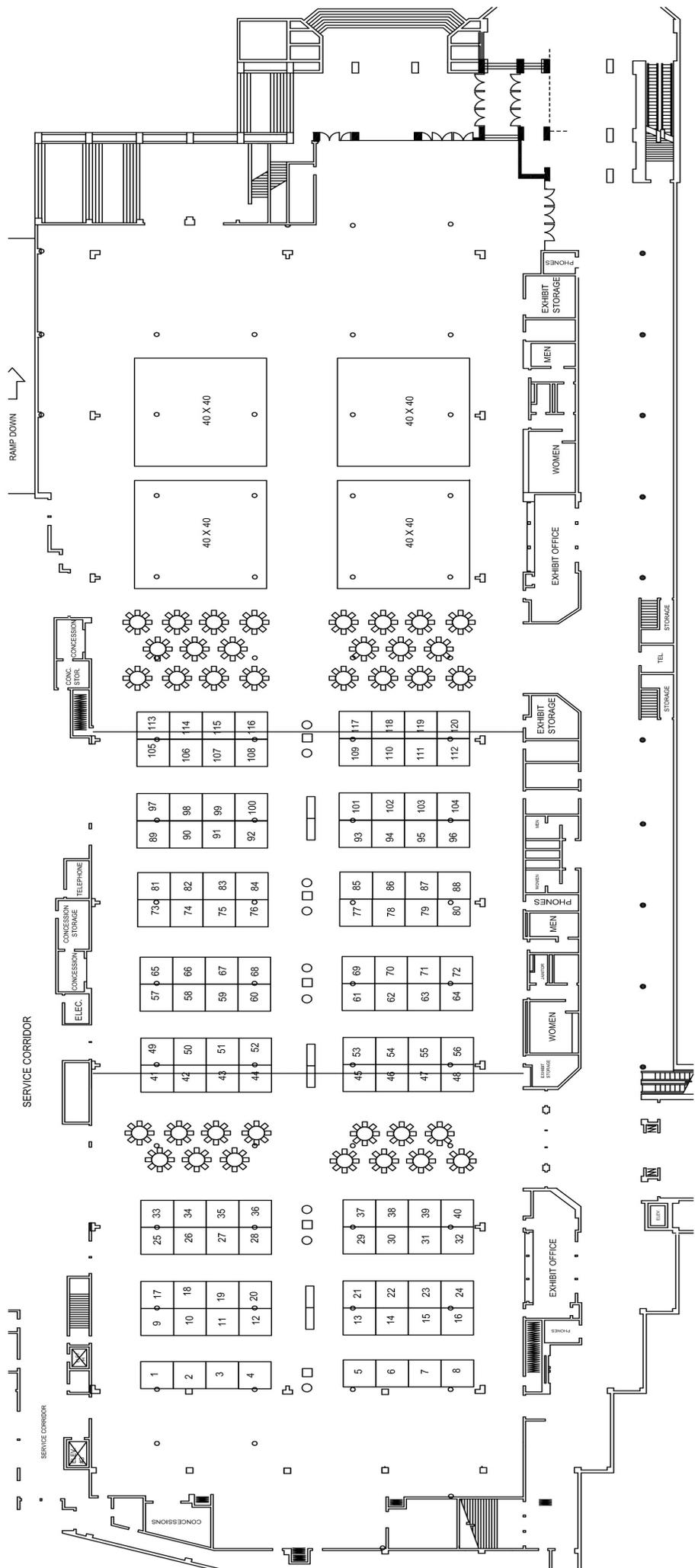
THURSDAY 7:00AM-1:00PM

EXHIBIT HALL LAYOUT

PER THE CONVENTION CENTER'S SAFETY POLICY, EXHIBITORS CANNOT BREAKDOWN BOOTH SPACES UNTIL 1:00PM THURSDAY.

PLEASE NOTE: BOOTH REQUESTS CANNOT BE GUARANTEED! PLEASE BE SURE TO INDICATE THREE (3) BOOTH OPTIONS WHEN COMPLETING YOUR REGISTRATION FORM.

EXHIBITOR SETUP IS TUES., 8/8 (2-5PM) & WEDS., 8/9 (10AM-3PM).



REGISTER ONLINE!

REGISTRATION INCLUDES

Two Breakfasts & Boxed Lunch

Member Reception

Exhibit Hall Access to Top Industry Vendors

6 hours of Operator CE, Commissioner, TAP, &

Municipal Utility Official Training Credit

REGISTRATION CHECK-IN

Check-in at registration to receive name tag, detailed

Conference Guide, CE info, & more!

WEDS 08.09

2:00-6:00PM

THURS 08.10

7:00-9:30AM



Exhibitor

Booth

Contest

Best Giveaway

USEFUL

- PROMOTIONAL ITEM IS USEFUL & SOMETHING ATTENDEE WILL USE IN THE FUTURE

CREATIVE

- GIVEAWAY IS SOMETHING UNIQUE & ORIGINAL & NOT TYPICALLY FOUND IN OTHER BOOTH DISPLAYS

ATTRACTIVE

- ITEM CLEARLY SHOWS COMPANY NAME/LOGO FOR EASY BRAND RECOGNITION

Best in Show

BOOTH DESIGN

- QUALITY, ORIGINALITY, & UNIQUENESS

BRANDING

- USE OF LOGO/BRANDING IN BOOTH DESIGN
- CLEAR PROMOTION OF PRODUCT/SERVICE

STAFFING

- PROFESSIONAL APPEARANCE
- WELCOMING & FRIENDLY
- APPROACHABLE & KNOWLEDGEABLE

OVERALL APPEAL

- BOOTH CLEANLINESS
- ATTRACTIVE LAYOUT
- EASE OF ACCESS TO INFORMATION AT THE BOOTH

Most Creative

BOOTH CONCEPT

- INVOKES ORIGINAL THOUGHT AND CREATIVITY IN DESIGN, CONCEPT & PLANNING

PROMOTIONAL MATERIALS

- UNIQUE DISPLAY/USE OF PROMOTIONAL ITEMS, BANNERS, POSTERS, BROCHURES, ETC.

CREATIVE USE OF SPACE

- BOOTH DESIGN IS CREATIVE, INVITING, THEME-BASED, & UNIQUE IN LAYOUT

TIME AND SCALE

- VENDOR SHOWS PARTICULAR ATTENTION TO DETAIL
- AN APPEALING & EYE-CATCHING SPACE THAT DRAWS ATTENDEES IN

“Best in Show”

WINS A DOUBLE PAGE AD
IN THE TUN MAGAZINE!

A \$3,840 VALUE





WOMEN
in **WATER**

PLEASE JOIN US FOR THE
5TH ANNUAL LUNCHEON



08.09.23

TAUD BUSINESS CONFERENCE
GATLINBURG CONVENTION CENTER
GATLINBURG, TN

ALSO AVAILABLE ON ZOOM!

SCHEDULE

WONDER WOMEN

IN WATER

LUNCH (SPONSORED)
11:30 AM

BREAK/NETWORKING
12:30 PM

MAIN PRESENTATION
1:00 PM



REGISTER NOW

PLEASE RSVP WITH THE
FOLLOWING INFORMATION FOR
EACH ATTENDEE TO:

ADMIN@WOMENINWATER.US



NAME

EMAIL

UTILITY/COMPANY

IN PERSON

ONLINE

ATTENDEES WILL RECEIVE GOODY
BAGS, WIW TSHIRT, & BE ENTERED
FOR DOOR PRIZES

THIS EVENT IS LIMITED TO 140 PEOPLE

RSVP BY JULY 1ST

(TSHIRT WILL NOT BE GUARANTEED IF
REGISTERED AFTER THIS DATE)

SPEAKERS

CLAUDIA
CABALLERO

KUB COMMISSIONER AND
PRESIDENT & CEO OF
CENTRO HISPANO
DE EAST

SPECIAL
GUEST
JOAN
CRONAN

UTK WOMEN'S
ATHLETIC DIRECTOR
AND AUTHOR OF "SPORT
IS LIFE WITH THE
VOLUME TURNED UP"

PLEASE PROVIDE YOUR TSHIRT SIZE
(UNISEX TRIBLEND SHIRT)



S



M



L



XL



2XL



3XL

SPONSORS!!

CONTACT US FOR SPONSORSHIP
OPPORTUNITIES

ADMIN@WOMENINWATER.US



BUSINESS CONFERENCE EXHIBITOR REGISTRATION

OR REGISTER ONLINE AT WWW.TAUD.ORG

GATLINBURG CONVENTION CTR. GATLINBURG
AUGUST 9-11

PLEASE MAKE COPIES OF THIS FORM FOR MORE THAN 4 REGISTRANTS

COMPANY _____

REGISTRANT 1 _____

REGISTRANT 3 (ADDITIONAL \$100 FEE; SEE BELOW) _____

REGISTRANT 2 _____

REGISTRANT 4 (ADDITIONAL \$100 FEE; SEE BELOW) _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

E-MAIL _____

REGISTRATION FEES

TAUD MEMBERS

<input type="checkbox"/> BOOTH REGISTRATION FOR TWO (BY JULY 28)	\$750	_____ x \$100	= \$ _____
<input type="checkbox"/> BOOTH REGISTRATION FOR TWO (AFTER JULY 28)	\$850	_____ x \$100	= \$ _____
<input type="checkbox"/> ADDITIONAL BOOTH(S)		_____ x \$350	= \$ _____
<input type="checkbox"/> ATTENDING ONLY (NO BOOTH/EXHIBIT)	\$500		= \$ _____
<input type="checkbox"/> ATTENDEE LIST (AVAILABLE AFTER THE CONFERENCE)	\$150 *SUPERBOOSTERS RECEIVE THIS AT NO CHARGE		= \$ _____

NON-MEMBERS

<input type="checkbox"/> BOOTH REGISTRATION FOR TWO (BY JULY 28)	\$1,300	_____ x 100	= \$ _____
<input type="checkbox"/> BOOTH REGISTRATION FOR TWO (AFTER JULY 28)	\$1,400	_____ x 100	= \$ _____
<input type="checkbox"/> ADDITIONAL BOOTH(S)		_____ x \$350	= \$ _____
<input type="checkbox"/> ATTENDING ONLY (NO BOOTH/EXHIBIT)	\$700		= \$ _____
<input type="checkbox"/> ATTENDEE LIST (AVAILABLE AFTER THE CONFERENCE)	\$250		= \$ _____

BOOTH PREFERENCE

PROVIDE BOOTH NUMBERS IN ACCORDANCE WITH THE EXHIBIT HALL LAYOUT ON OUR WEBSITE; CHOICES ARE NOT GUARANTEED.

FIRST CHOICE: _____ SECOND CHOICE: _____ THIRD CHOICE: _____

BOOTH ITEM/SERVICE/SPONSORSHIP REQUESTS

<input type="checkbox"/> ADDITIONAL TABLES (REGISTRATION INCLUDES ONE 6' TABLE)		_____ x \$30	= \$ _____
<input type="checkbox"/> ADDITIONAL CHAIRS (REGISTRATION INCLUDES TWO CHAIRS)		_____ x \$10	= \$ _____
<input type="checkbox"/> EXHIBIT HALL MEAL SPONSORSHIP (RECEIVE SPONSORSHIP RECOGNITION)	\$150		= \$ _____
<input type="checkbox"/> EXHIBIT HALL DOOR PRIZE SPONSORSHIP (RECEIVE SPONSORSHIP RECOGNITION)	\$25		= \$ _____

SPOUSE/GUEST MEAL REGISTRATION

<input type="checkbox"/> THURSDAY BREAKFAST		_____ x \$30	= \$ _____
<input type="checkbox"/> THURSDAY LUNCH		_____ x \$30	= \$ _____
<input type="checkbox"/> FRIDAY BREAKFAST		_____ x \$30	= \$ _____

TOTAL AMOUNT DUE: = \$ _____

PAYMENT INFORMATION

PLEASE SEND PAYMENT INFORMATION OR CHECK TO:

TAUD | P.O. Box 2529 | MURFREESBORO, TN 37133
FAX: (615) 898-8283

PAYMENT ENCLOSED PLEASE INVOICE

CARD NUMBER _____ EXP. DATE _____

NAME ON CARD _____ SIGNATURE _____

BILLING ADDRESS _____

EMAIL FOR RECEIPT _____

PLEASE MAKE CHECKS PAYABLE TO TAUD. IF PREFERRED, YOU MAY PAY BY MASTER CARD, AMERICAN EXPRESS, DISCOVER OR VISA. ONLY PROVIDE YOUR CREDIT CARD INFORMATION ON FORMS THAT ARE TO BE DIRECT MAILED OR FAXED. **WE CANNOT ACCEPT CREDIT CARD INFORMATION ON FORMS THAT ARE SUBMITTED VIA EMAIL, EVEN IF SENT AS AN ATTACHMENT.**



P.O. Box 2529
Murfreesboro, TN 37133
www.taud.org

UPCOMING CONFERENCES

ADMINISTRATIVE PROFESSIONALS

NOVEMBER 30-DEC 1, 2023
EMBASSY SUITES, NASHVILLE AIRPORT,
10 CENTURY BLVD, NASHVILLE, TN 37214

6 HOURS OF COMMISSIONER &
9 HOURS OF TAP TRAINING AVAILABLE!

REGISTER BY NOVEMBER 17

UTILITY LEADERSHIP

NOVEMBER 1-3, 2023
GATLINBURG CONVENTION CENTER
234 HISTORIC NATURE TRAIL · GATLINBURG, TN

12 HOURS OF TAP & COMMISSIONER
TRAINING AVAILABLE!

REGISTER BY OCTOBER 20

REGISTER ONLINE: WWW.TAUD.ORG