



FOR IMMEDIATE RELEASE  
CONTACT: Maureen Brennan  
312-946-6075

**NIAGARA CONSERVATION® HOSTS WATER AND ENERGY  
FOCUSED PANEL AT WATERSMART EXPO**

***Highlighting Critical Link between Water Usage and Energy Efficiency***

Fort Worth, TX – October, 2012 – At the 2012 WaterSmart Innovations Conference and Exposition, the largest urban-water efficiency conference in the world, held October 3-5 in Las Vegas, NV, water-saving experts, exhibitors and organizations will meet to discuss the importance of water and energy efficiency, as well as urban planning. In an effort to share their knowledge and help conserve natural resources worldwide, Niagara Conservation is hosting a panel discussion about the intricate relationship between water usage and energy savings.

The panel, entitled “The Critical Nexus Between Energy Savings and Water Usage,” is scheduled for Friday, October 5 at 9:00 a.m. Niagara Conservation, a leading manufacturer of water and energy-saving products, and members of its panel will discuss the importance of reducing hot and cold water usage, in order to lessen demand on the energy-intensive systems that transport, collect and treat water. By decreasing water usage and therefore using less energy, utilities and wastewater organizations can work to reduce water and wastewater utility bills for their customers.

“We’re excited to attend the WaterSmart Expo and host this panel in order to share our insights about the important connection between water and energy,” states Carl Wehmeyer, Niagara Conservation’s Executive Vice President. “Throughout our nearly 40 year history, we’ve always strived to collaborate with like-minded environmentally focused organizations to help communities across the country save water, energy and money. We hope this panel will further engage our partners at utilities to facilitate and participate in water and energy saving programs.”

Niagara’s six-person panel includes a wide variety of water and energy experts with diverse backgrounds. Members include Floyd Wicks, former President and CEO of American States Water

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Company, Mary Dickinson, President and CEO of the Alliance for Water Efficiency and Scott Slater, a Shareholder in Brownstein Hyatt Farber Shrek and a member of the Water & Public Lands Group. The panel also features Ken Jenkins, Conservation Manager for California Water Service Company, Stephen St Marie, Economist and Policy Advisor on energy, water and other utility/regulatory matters and advisor to the California Public Utilities Commission and Amy Talbot, a LEED Accredited Professional with the Chicago Metropolitan Agency for Planning (CMAP).

Along with hosting a panel, Niagara will be exhibiting their water and energy efficiency products at Booth 101 in the Expo Hall. Products include high efficiency showerheads, aerators and the single flush Stealth toilet, the only 0.8 gallons per flush, ultra high-efficiency toilet in the world, which can save the average family up to 18,000 gallons of water a year and up to \$120 annually of utility bills.

For more information about Niagara's water and energy efficient products, please visit [www.niagaraconservation.com](http://www.niagaraconservation.com). For more information about the WaterSmart Expo, please visit [www.watersmartinnovations.com](http://www.watersmartinnovations.com).

### **About Niagara Conservation**

With a history of nearly 40 years of quality and innovation, Niagara Conservation has earned a reputation as the premier manufacturer of high-efficiency water and energy conservation products. Niagara is the leading developer of conservation solutions for plumbing professionals, utility companies, government leaders, energy management officials and environmentally conscious consumers. Founder and President William Cutler established Niagara in 1977, and the company is still family owned and headquartered in Fort Worth, Texas, with satellite offices around the world.

For more information about the Stealth system and Niagara's other water-saving and energy-saving products, visit [www.NiagaraConservation.com](http://www.NiagaraConservation.com), or call 800-831-8383. For media inquiries, contact Maureen Brennan at 312-946-6075.