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Progress Energy Water Resources Seminar

Utility Management Challenges for the 21st Century: Managing in an Era of Uncertainty

1:30-3:00 pm, Thursday, April 16, 2009
Jane S. McKimmon Center, NC State University

Chuck Clarke
Chief Executive Officer
Cascade Water Alliance

Cascade Water Alliance is a consortium of eight municipalities and water districts in the Puget Sound region of Washington. The consortium is embarking on a major regional planning process to best determine how to bring water to 370,000 residents and 22,000 businesses over the next several decades.

This seminar is free and open to the public. Registration is not required.
WRRRI will offer 1 Professional Development Hour (PDHs)
for engineers and surveyors who attend the event.

Hosted by the Water Resources Research Institute, NC State University

ABSTRACT

Utility Management Challenges for the 21st Century: Managing in an Era of Uncertainty

Chuck Clarke, Chief Executive Officer, Cascade Water Alliance

The 21st century is proving a significant challenge for Utility Managers. We are all dealing with issues such as:

- Aging Infrastructure
- Supply and Demand Uncertainties
- Rate Setting in an Era of Economic Stress
- Affordability
- Climate Change
- Employee Recruitment and Retention

The question is how best to manage these challenges. What kinds of tools are available to assure the utilities are making the best decision for all their ratepayers?

In this presentation Mr. Clarke will give some examples that should help utilities navigate this road of uncertainty. These examples will include how to use asset management to address the question of aging infrastructure, how to do demand and supply planning and management to plan for future growth, how to manage rates and affordability, and finally examples of how to pull this together in a logical way so that it can be understood by decision makers. Examples of pitfalls to avoid as utilities move forward will also be given.

BIOGRAPHY

Chuck Clarke



Mr. Clarke has been serving as chief executive officer of Cascade Water Alliance since January 2009. Clarke most recently served as the director of Seattle Public Utilities, and had served as a deputy mayor in that city. He was the regional administrator with the United States Environmental Protection Agency (EPA), the agency secretary of the Vermont Agency of Natural Resources, and a director of Washington's Department of Ecology. His experience includes strategic planning, regional relationships, negotiation of complex agreements and management of day-to-day operations of a water organization. Clarke graduated from Pacific Lutheran University where he obtained a BA in Biology and a Masters of Business Administration.

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