



## **Water Quality Credit Trading Workshop**

**July 8-9, 2009**  
**Atwood Lake Resort and Conference Center**  
**Sherrodsville, OH**

Together with its partners, Environmental Trading Network, the International Certified Crop Advisers, and the Water Environment Federation, the Conservation Technology Information Center will host this interactive event at Atwood Lake Resort and Conference Center.

Water quality trading is a market-based approach to improve water quality. It is an innovative, voluntary tool that connects industrial and municipal facilities (point sources) with agricultural producers or other landowners (nonpoint sources) to economically achieve water quality improvements and to accommodate growth. It is a flexible and cost-effective approach for maintaining, restoring, or enhancing water quality.

Workshop planners hope to increase awareness of water quality trading and improve understanding of the voluntary process among agricultural producers and their advisors, wastewater treatment representatives, and potential "aggregators" (organizations that serve as a kind of broker, facilitating trading).

Expert speakers will include EPA representatives, water quality trading policy and program design experts, credit aggregators, wastewater treatment plant representatives, and agriculture interests. They will introduce the concepts, benefits and challenges of trading and the steps involved in developing a trading program. The training will include breakout sessions to give participants specific skills to develop or participate in a trading program. Case studies from other states will be highlighted so participants can learn from existing trading programs.

Plan to attend the workshop on July 8 and 9. If you have questions, please contact CTIC at 765-494-9555 or [ctic@conservationinformation.org](mailto:ctic@conservationinformation.org).

### **Sponsorship Opportunities**

CTIC invites sponsors to join us in offering this comprehensive two-day workshop and providing a dynamic social interaction setting for building and strengthening of relationships of local actors for water quality improvement and trading. There are two sponsorship opportunities: the two-day workshop and the Evening Social planned for July 8, 2009.

In addition to the benefits listed below each category, sponsors will enjoy local and national recognition as a proponent of conservation and water quality credit trading. Plus, this workshop will provide you with opportunities to interact with leaders from agriculture, conservation and wastewater communities who are interested in starting trading programs.

Select your sponsorship level and contact CTIC by May 15, 2009, to ensure you get the greatest recognition possible.

Conservation Technology Information Center (CTIC), a not-for-profit organization located in West Lafayette, Ind., is THE reliable source of information and technology for environmentally responsible and economically viable agricultural conservation. To learn more, visit [www.conservationinformation.org](http://www.conservationinformation.org).

## **Sponsorship Categories**

### **Two-day Workshop, July 8 and 9**

#### Gold--\$2,500

Prominent position of color logo on all workshop materials, including workshop Web page and registration packets, plus recognition in news releases and marketing materials

Two paid registrations for employees. Table top display space.

#### Silver--\$1,000

Color logo on all workshop materials, including workshop Web page and registration packets, plus recognition in news releases and marketing materials. Table top display space.

#### Bronze--\$ 500

Black and white logo on *printed* materials only. Table top display space.

### **Evening Social, July 8, 2009**

#### Diamond--\$1,000

Prominent position of color logo on all materials related to the Evening Social, including invitations and workshop Web page, plus recognition in news releases and marketing materials

#### Emerald--\$ 750

Color logo on all materials related to the Evening Social, including invitations and workshop Web page

#### Bronze--\$ 500

Black and white logo on *printed* materials only

For more information contact Christa Jones, CTIC Project Director, [jones@conservationinformation.org](mailto:jones@conservationinformation.org), 317.508.2450