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Deputy Cabinet Secretary and Senior Advisor Wade Crowfoot of the Office of California Governor Brown to Keynote California Water Forum on June 24

Half-day event to be held in conjunction with PCBC in San Diego, California

SAN DIEGO (May 27, 2015) – [PCBC](#), the largest homebuilding trade show in the Western United States, today announced that Deputy Cabinet Secretary and Senior Advisor Wade Crowfoot of the Office of California Governor Brown will provide the opening address at [The California Water Forum](#) on June 24 in San Diego, Calif. Sponsored by the California Building Industry Association (CBIA) and held in conjunction with PCBC, The California Water Forum is an event dedicated to addressing the severe water issues challenging the state of California and the building industry at-large.

“The California Water Forum will provide context to California’s fourth year of severe drought,” said Dave Cogdill, CEO of the California Building Industry Association. “This is the event of the year for all of those interested in how our water crisis is going to effect business in California, and more specifically how it will impact residential development and homebuilding across the state today and into the future.”

The California Water Forum will feature educational sessions led by top business leaders, government officials, regulatory agencies and the academic community. The half-day event will explore the complex and often polarizing problems involving the state’s water supply and ever-increasing water demand. Some of the topics to be covered include the Bay-Delta Conservation Plan; CEQA and the water supply’s impact on development decisions; and the 2014 California Water Bond.

Details of California’s water crisis provide a staggering backdrop for The Water Forum. The state’s snowpack sits at record lows with little water reaching the reservoirs and recharge ponds that replenish the state’s water supply. Governor Jerry Brown’s historic statewide mandatory 25 percent water usage reduction for residents and businesses highlights the magnitude of the problem and represents what many researchers and analysts say is the first step in an essential change in the way California uses its scarce water supply.

The Water Forum will be held alongside the annual PCBC event at the San Diego Convention Center. Builders, developers, architects, landscape design professionals, state and government officials, regulatory agencies, water agencies, building product manufacturers and consulting firms are expected and encouraged to attend.

Registration for the event is \$50 and includes a complimentary pass to the PCBC exhibit floor. Exhibit floor attendees are able to explore more than 300 building industry product manufacturers and service providers including the Smarter Home Showcase featuring products and technologies that save energy and conserve water.

For more information and to register, visit www.pcbc.com/water. For additional information about the full two-day PCBC event, visit www.pcbc.com.

About PCBC

PCBC is the largest homebuilding trade show in the Western United States and is dedicated to advancing the art, science and business of housing. The annual event offers two days of exhibits, education, special events, and networking and draws attendees from the Western U.S., Canada, Mexico and approximately 25 additional countries. PCBC is sponsored by the California Building Industry Association (CBIA) and endorsed by the [Leading Builders of America \(LBA\)](#). Visit PCBC at www.pcbc.com.

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