

**For Immediate Release**  
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**Inaugural State of the Santa Ana River Watershed Conference**  
**Announces RBF Consulting as Presenting Sponsor**  
*Prominent engineering firm takes leading role in public-private effort  
to secure water infrastructure funding*

**Riverside, Calif.** -- The Santa Ana Watershed Project Authority and its five member agencies announced that engineering pioneer, RBF Consulting <<http://www.rbf.com>> will be the presenting sponsor of the State of the Santa Ana River Watershed <<http://www.santaanawatershed.com>> Conference to be held January 29, at the Ontario Convention Center in Ontario, Calif.

The conference, emceed by Orange County Supervisor Bill Campbell, will give a single, united voice to the Watershed, enhancing the region's competitiveness for water-related project funding.

"Having my counterparts from neighboring counties involved in this conference is testimony to the importance of regional cooperation as we move forward in securing a safe, reliable source of water for decades to come," said Riverside County Supervisor Marion Ashley.

Nearly 1,200 stakeholders representing cities and counties, the environmental community, water districts and agencies, and business and development are expected to attend this critical event.

"It is imperative that public and private sectors work together to meet the water needs of our growing region," said San Bernardino County Supervisor Josie Gonzales, steering committee member of the One Water-One Watershed board.

The Santa Ana River Watershed covers 2,800-square-miles and serves one out of seven Californians. It includes Orange, Riverside and San Bernardino counties. Member agencies include Western Municipal Water District, Orange County Water District, Inland Empire Utilities Agency, San Bernardino Valley Municipal Water District and Eastern Municipal Water District.

"The State of the Santa Ana River Watershed Conference will bring the watershed together to focus on strategies that best manage our limited water resources. It is intended to galvanize the linkages between all water interests. If we leverage all of our strengths, we can fully develop projects that will best serve our large, regional watershed," explains Wyatt Troxel, president of the Inland Empire Utilities Agency Board of Directors, Santa Ana Watershed Project Authority Commissioner and One Water One Watershed Steering Committee Member.

RBF Consulting <<http://www.rbf.com>> , based in Southern California for 65-years has been involved in planning, engineering and surveying much of Southern California's infrastructure. The multi-disciplinary firm provides consulting services including watershed management and sustainable design for both public and private sector clients worldwide, enhancing the future for communities, transportation systems and the environment.

“Our firm has grown with Southern California and understands the region's changing needs. The State of the Santa Ana River Watershed will be integral to our efforts to secure a stable environment and a reliable source of water for residents in this vast region,” said Ron Craig, Senior Vice President of RBF Consulting and Leader of their Ontario Office.

***About the Conference:*** The Inaugural State of the Santa Ana River Watershed is produced and coordinated by TMG Communications Inc <<http://www.tmgonline.com>> ., a Riverside-based strategic communications firm serving all of Inland Southern California's public affairs and public relations needs. For more information please contact the Conference hotline at (888) 440-1441 or visit [www.SantaAnaWatershed.com](http://www.SantaAnaWatershed.com) <<http://www.SantaAnaWatershed.com>> .