



# 11<sup>th</sup> Annual Water College

Wednesday - January 22, 2025  
Lubbock Memorial Civic Center  
1501 Mac Davis Ln  
Lubbock, TX 79401

8:30am – 9:00am

**Registration & Visit Booths**

9:00am – 9:15am

**Welcome**

Clint Krehbiel, Dean of Davis College of Agricultural Sciences & Natural Resources, Texas Tech University

9:15am – 9:45am

**NRCS Programs to Benefit Producers**

Reed Poling, Field Engineer, NRCS

9:45am – 10:15am

**Crop Insurance – What Producers should Know**

Kyle Benson, Crop Insurance Agent, Double B Crop Insurance

10:15am

**Coffee Break & Booth Visits**

10:30am – 11:30am

**Advancements in Produced Water and Its Future in Agriculture**

Jeff Braune, LEEDS Product Manager, Bechtel  
Adrienne Lopez, Manager of Research and Development, Texas Pacific Water Resources

11:30am – 11:45pm

**Agricultural Water Research – Texas Tech Davis College Leading the Way**

Krishna Jagadish, Thornton Distinguished Chair, Davis College of Agricultural Sciences & Natural Resources, Texas Tech University

11:45 – 1:00 pm

**Lunch & Visit Booths** – Photo Contest Winners will be announced

1:00pm – 1:30pm

**Water and the Cattle Market**

David Anderson, Professor and Texas A&M AgriLife Extension Economist, Department of Agricultural Economics, Texas A&M

1:30pm – 2:00pm

**Impacts of Land Use on Water Resources in the High Plains using Satellite and Ground-based Data**

Bridget Scanlon, Research Professor, Bureau of Economic Geology

2:00pm – 2:30pm

**Changing the Family Farm to Sustain the Family Farm**

Layton Schur, TAWC Cooperating Producer, Hale County

2:30pm – 3:00pm

**2025 Weather Outlook**

Marissa Pazos, Warning Coordination Meteorologist, NOAA

3:00pm

**Close**

