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**Los Angeles Mayor Villaraigosa Tentatively Scheduled
to Keynote Second International Emerging Technology Symposium**

Ontario, Calif. (Feb. 11, 2010) — Los Angeles Mayor Antonio Villaraigosa, who has positioned the City of Los Angeles on the leading edge of the Green movement, is tentatively scheduled to deliver the keynote address at the Second International Emerging Technology Symposium, May 11-12 in Ontario, Calif., co-convened by the International Association of Plumbing and Mechanical Officials (IAPMO) and the World Plumbing Council.

Since his election as mayor in 2005, Villaraigosa has pursued an aggressive environmental agenda for the United States' second largest city, pledging to make Los Angeles the "greenest big city in America." In addition to promoting solar energy citywide and meeting 10 percent of the city's energy needs through renewable sources, Los Angeles has undertaken historic water conservation measures recently and in the last half of 2009 cut its water usage to its lowest citywide consumption in 18 years — despite population growth of half a million people.

At Villaraigosa's prodding, the Los Angeles Department of Building and Safety in 2009 amended the city's plumbing code to allow for water-free urinals to be installed in high-rise and large-venue buildings such as Staples Center, the Hollywood Bowl and Dodger Stadium.

"Waterless urinals represent a conservation effort that will drastically reduce the amount of water we waste," Villaraigosa said at a November 2008 press conference. "I know that a bunch of politicians talking about urinals easily lends itself to bathroom humor, but we are in a serious drought. If we don't conserve on a large scale in this city, we could actually run out of water. And that's not funny."

In May 2008, Villaraigosa unveiled a far-reaching 20-year water strategy calling for meeting 100 percent of all new water demand by 2030 with a combination of conservation and recycling. The unprecedented plan calls for a six-fold increase in water recycling and ramped-up enforcement of water restrictions.

"We are thrilled to invite Mayor Villaraigosa to set the tone for our Second Emerging Technology Symposium," said Russ Chaney, IAPMO executive director. "Not only is he a passionate environmental advocate, but he can speak first hand about the magnitude of legislative work necessary to pave the way for these new innovations to become part of our everyday life."

The two-day symposium at the DoubleTree Hotel Ontario Airport will allow participants to view presentations and engage in lively discussions on how the water utility, manufacturing, engineering and trade industries have devised solutions to challenges in the water efficiency, plumbing and mechanical industries.

Registration to attend the event is \$395 and includes breakfast, lunch and refreshment breaks. Hotel reservations can be made directly with the DoubleTree Hotel Ontario Airport. Mention the IAPMO event for a special room rate of \$105 per night plus tax.

For more information, visit http://www.iapmo.org/Pages/EmergingTechnologiesSymposium_NoPics.aspx. For sponsorship opportunities or any other information about the event, please contact Maria Sol Alba at (708) 995-3005 or Career.Services@iapmo.org.

Sponsor of the Uniform Codes, IAPMO – The International Association of Plumbing and Mechanical Officials – works in concert with government and industry for safe, sanitary plumbing and mechanical systems. Learn more about IAPMO at www.iapmo.org.

The mission of the World Plumbing Council is to unite the world plumbing industry to safeguard and protect the environment and the health of nations, for the benefit of all.

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