

Advanced Water Education Workshop
June 28-29th, 2011

Contact Information for the Workshop Organizers:

Monica Elser

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Kerry Schwartz

Director, Arizona Project WET
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Speakers (in order of their presentations):

Susan Ledlow

Academic Professional
School of Sustainability
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Susan Ledlow is a social psychologist whose research is broadly focused on the social, cognitive, and evolutionary processes that shape environmental choices, behaviors, and attitudes. She conducts experimental research on attitudes about energy and water conservation for the DCDC project. She also leads the behavioral change team for *Energize Phoenix*, a Department of Energy-funded partnership among ASU's Global Institute of Sustainability, the City of Phoenix and Arizona Public Service to promote and study energy efficiency. She is also the curriculum specialist for the School of Sustainability.

Channah Rock

Assistant Water Quality Specialist / Professor
Soil, Water, and Environmental Science Department
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Channah Rock is an Assistant Professor at the University of Arizona in the Department of Soil, Water, and Environmental Science. Dr. Rock also maintains a joint appointment as a University Extension faculty and is currently facilitating the Water Quality Extension Program on a statewide basis throughout Arizona. Currently, Dr. Rock is working on the evaluation of reclaimed water quality as well as promoting water reuse as a safe and practical resource for the southwest. Dr. Rock focuses on adult education on water quality related issues across the state with the main focus to create awareness on applicable water conservation practices for citizens of the southwest. Additionally, Dr. Rock currently works with stakeholder engagement to facilitate awareness and drive water quality improvements in surface waters of Arizona.

Sabrina Verena Helm

Petsmart Endowed Professor
Norton School of Family and Consumer Sciences
The University of Arizona
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Sabrina Helm is a consumer scientist and marketing scholar. She has expertise in conducting qualitative and quantitative consumer research to develop, evaluate, and improve business strategy. Main topics of Dr. Helm's current research agenda are corporate reputation, customer word-of-mouth communication, and sustainable consumption. Prior to her academic career, she worked as a marketing specialist in several companies.

Kristin Gunckle

Assistant Professor of Science Education
College of Education
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Kristin Gunckel received her doctorate in curriculum, teaching, and educational policy from Michigan State University in 2008. She also has a background in geology (BS, MS), was a middle school science teacher for 4 years, and spent 10 years teaching environmental education at a various field sites for museums in Oregon and New Mexico. Kristin's research is on learning progressions in environmental science literacy, with a particular focus on student understanding of water in environmental systems. She is currently working with colleagues in Michigan, Montana, and Colorado on designing instructional tools for teaching about water concepts.

Judy Newland

Faculty Associate in Museum Anthropology
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Judy Newland serves as the Director and Curator of Exhibitions for the ASU Museum of Anthropology. She has worked in the museum field for over twelve years at a variety of university museums. She teaches a graduate seminar in Exhibit Design and Development each spring semester and also teaches Museums and Communities, Museums and Popular Culture, and Material Culture. Judy received advanced degrees from at the University of Colorado-Boulder (MS Museum Studies/Anthropology, 2000) and the University of Nebraska-Lincoln (MA Textile History, 2007). She is a practicing tapestry weaver and her research includes archaeological textile fieldwork in Peru and indigo dye processes and cultural practices around the world. She has a special interest in weaving in the Southwest.

Meredith Gartin

Doctoral Candidate
School of Human Evolution and Social Change
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Meredith Gartin is a research associate at the Decision Center for a Desert City and the Culture, Environment, Health Laboratory at Arizona State University. Ms. Gartin has over 10 years of research experience on topics of food and water scarcity in urban environments. She has a Masters Degree from Auburn University, and her thesis was designed to investigate how people made sense of planning and zoning policy debates and decisions in an urban Georgia watershed. At the Decision Center for a Desert City, Meredith Gartin has worked on projects studying how water decision makers view and engage with science and how the different policies, attitudes, and behaviors might mitigate the increasing demand for water in Phoenix. In addition, she is involved in a global study that examines the perceptions people have regarding their access to water and its quality known as *ethnohydrology*. This global study began here in Phoenix and has grown to be a multi-sited, international project with data in New Zealand, Australia, London, Fiji, Bangladesh, China, Paraguay, and Bolivia.