

# TREATING WATER AS A FORTUNE 100 BUSINESS

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# CLOSER TO HOME

- OKC
- TULSA
- DUNCAN
- DURANT
- PAULS VALLEY
- SHAWNEE
- MCALESTER
- CHICKASHA
- PURCELL
- ENID
- RALSTON
- GUTHRIE

- STILLWATER
- TUTTLE
- RINGLING
- WALTERS
- ARDMORE
- TINKER AFB
- WILBURTON
- CAMP GRUBER
- BETHANY
- OWRB
- COE
- DOD

- FIVE TRIBES
- CENTRAL OKLAHOMA MASTER CONSERVANCY DISTRICT
- FOSS RESERVOIR MASTER CONSERVANCY DISTRICT
- CENTRAL OKLAHOMA WATER RESOURCES AUTHORITY



# SO WHAT IS THE DIFFERENCE?

## **FORTUNE 100**

- 5-YEAR PLANNING HORIZON
- PRODUCT ORIENTED
- PROFIT MOTIVATED
- DESIGN BUILD DELIVERY
- BUDGET FOR OBSOLESCENCE

## **MUNICIPAL/TRIBE**

- 1, 5, 10, 20-YEAR PLANNING HORIZON
- SERVICE ORIENTED
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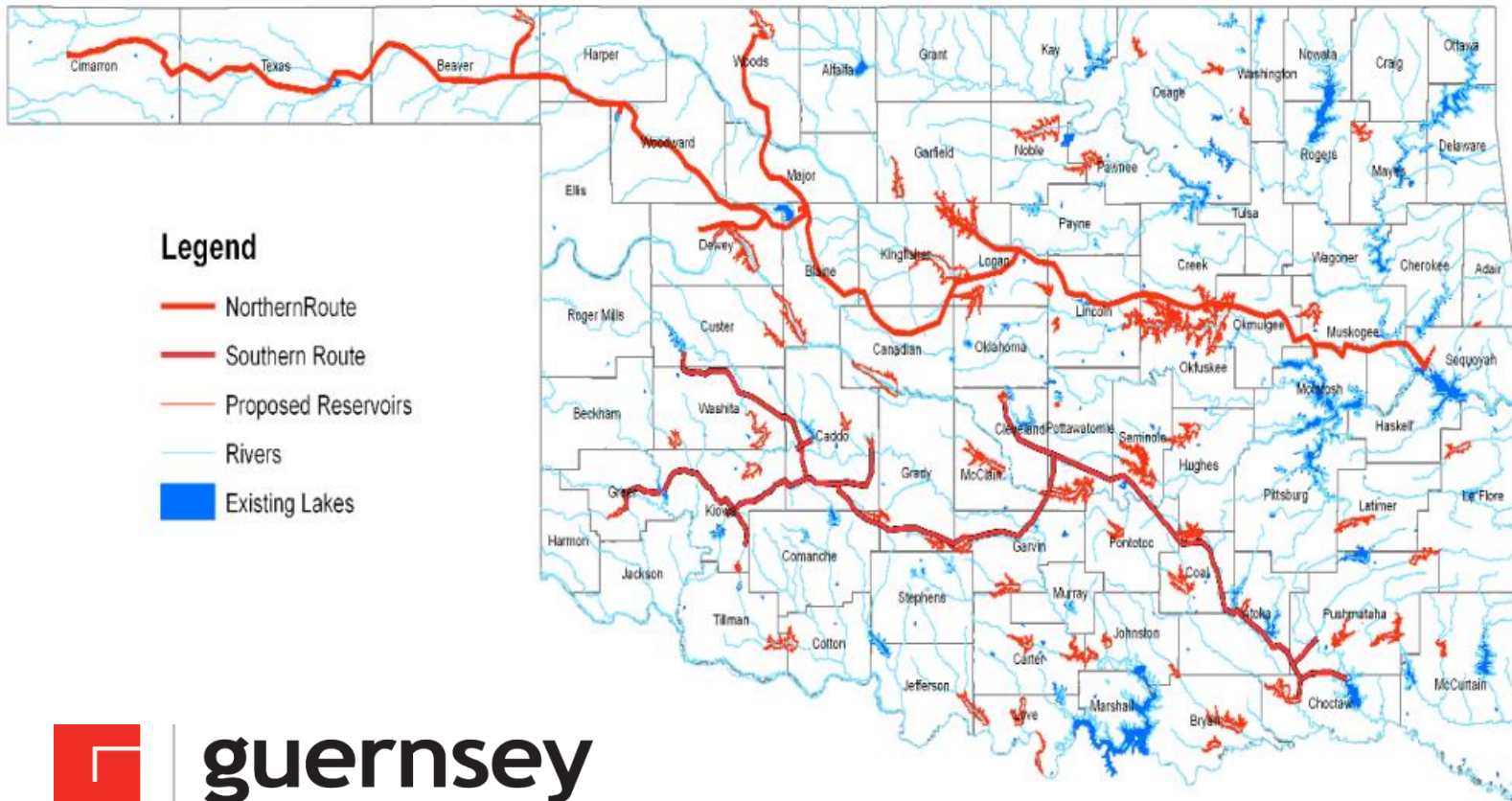
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# THE OKLAHOMA EAST-WEST DYNAMIC



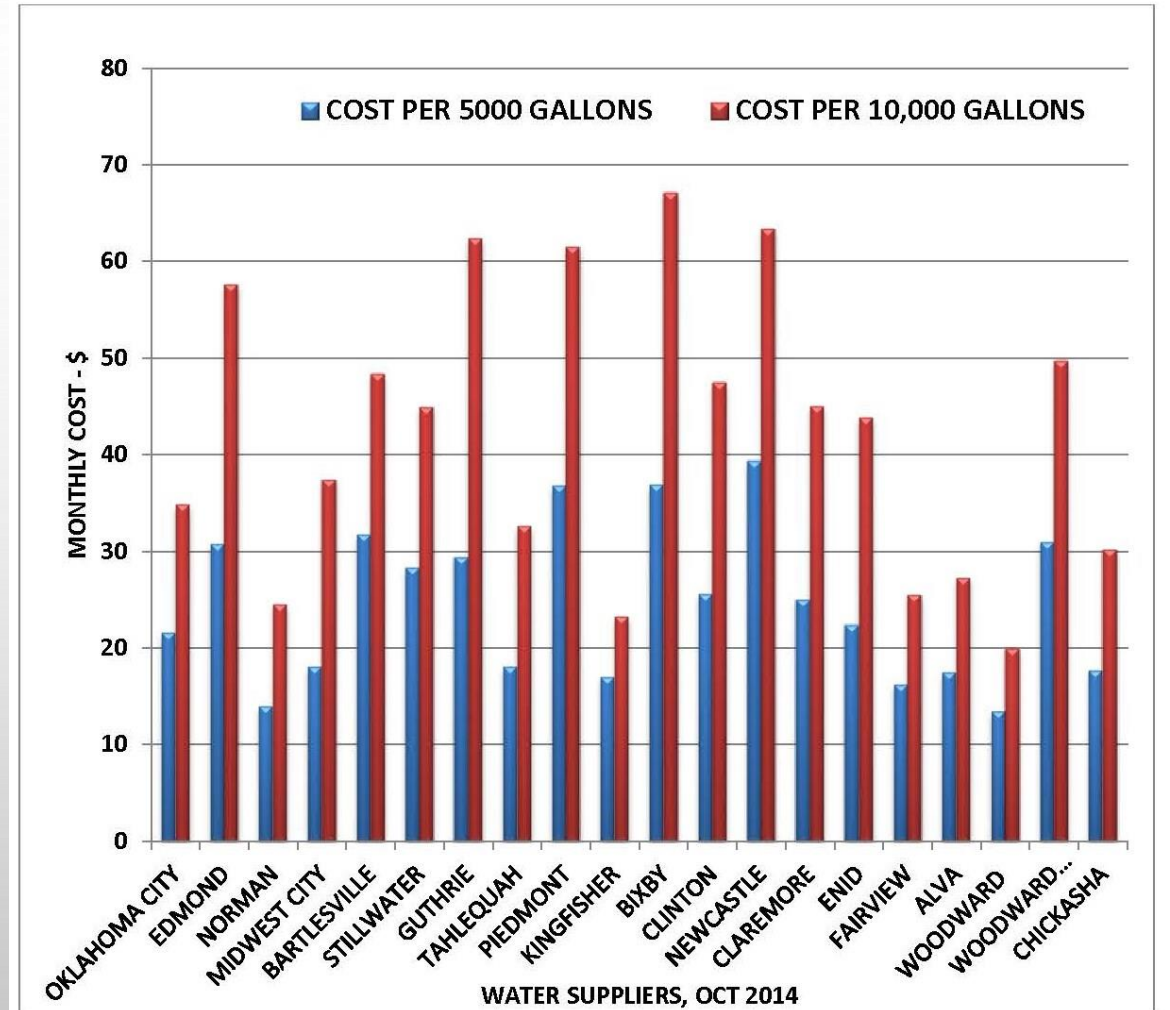


# THE CONSERVATION QUESTION???

- RENEWABLE RESOURCE
- BENEFICIAL USE ONLY
- REVENUE GENERATOR
- USE IT OR LOSE IT
- BETTER, USE IT AND THEN REUSE IT



# THE DAYS OF CHEAP WATER ARE OVER









\$ 14,656 Per 1000 Gallons



# FINAL TAP

- LEAD FROM THE FRONT
- PLAN FOR THE NEXT 50 YEARS
- COMMUNICATE TO THE CUSTOMERS
- REPLACE AGING INFRASTRUCTURE
- ENACT A RESPONSIBLE RATE STRUCTURE

