TEXAS ALLIANCE FOR WATER CONSERVATION
TEXAS TECH
Davis College

13th Annual TAWC Water College

January 20, 2027 - Lubbock Memorial Civic Center - Lubbock, TX

8:00 am – Registration & Coffee

8:30 am – Welcome Remarks
Dr. Clint Krehbiel, Dean of the Davis College of Agricultural Sciences and Natural Resources at Texas Tech University

8:45 am – Cotton Wide-Row Transitions Panel
Kris Verrett, Lubbock County Producer
Craig Hoelscher, CEO Eco-Drip & South Plains Producer
Barry Evans, Swisher County Producer

10:00 am – Insurance and Program Updates
Kody Bessent, CEO Plains Cotton Growers

10:30 am – Texas Tech Water Research Update
Dr. Krishna Jagadish, Thornton Distinguished Chair of Plant & Soil Science at Texas Tech University

10:45 am - Break

11:00 am – Grazing Rotations Panel and Discussion
Layton Schur, Hale County Producer
Kelley Ketner, Bailey County Producer
Jeremy Brown, Dawson County Producer

12:00 pm – Lunch, Visit Booths, Photo & Poster Competition Awards

1:00 pm – Precision Irrigation Scheduling
Dr. Sumon Datta, Assistant Professor and Irrigation Engineer at Oklahoma State University and Director of the Research in Irrigation Scheduling and Engineering (RISE) Lab

1:45 pm – Water Quality Impact and Efficiency on Agricultural Crops
Jayme Smith, Southern Business Unit Agronomist, Helena Agri-Enterprises

2:15 pm – Break

2:30 pm – Weed Control with an Emphasis on Wide-Row Cotton and Crop Rotations in the Lubbock Region
Dr. Peter Dotray, Rockwell Chair of Weed Science, Plant and Soil Sciences Outreach Program Leader at Texas Tech University

3:30 pm – Weather Outlook
Jacob Riley, Chief Meteorologist at KLBK News

4:00 pm – Winning Student Poster Presentations

4:30 pm - Close