

Water Council Happenings

- **Become a Sponsor of Water Summit 2014**
The high-profile nature that the International Water Association (IWA) brings to Milwaukee, offers an excellent opportunity to deliver your message as a sponsor of Water Summit 2014. [CLICK HERE](#) to choose the sponsorship level that gives you the best opportunity to support the Summit while also helping to promote your company to a highly coveted target audience. *Water Summit 2014 will be held June 18-19 at the Hilton Milwaukee City Center.*
- **[3 Water Tech Start-Up Themes to Watch](#)**
GFSA start-ups were recently featured on Xconomy, a website devoted to covering the latest in the technology market. Each story focused on the start-up's unique solutions to modern water demands.
- **Next Member Meeting on March 25**
The first quarterly member meeting of the new year will be held on March 25. If your company or organization is interested in hosting one of our member meetings, please contact [Angela May](#).
- **Welcome New Water Council Members!**
Five new corporate level members joined The Water Council in December. We're pleased to welcome [Acam Messelectronic GmbH](#), [Andrus Intellectual Property Law](#), [Berntsen Brass and Aluminum Foundry Inc.](#), [ChemIndustrial Systems Inc.](#), and [Dramm Corporation](#)! Interested in making waves with us? [Apply Today!](#)

Freshwater Industry Seminar Series

New Year. New Perspectives--Growing Your Business in 2014

In partnership with The Water Council, please join Wipfli LLP, CPAs and Consultants, for a three-part complimentary seminar series designed to provide you with thought-provoking ideas and information on topics to help your company grow and prosper in 2014 and beyond.

Attend one, two, or all three seminar sessions as we explore and take a deep dive into three distinct areas including tax credits and incentives, technology tools, and debt and equity funding. [CLICK HERE](#) for a full description and to reserve your spot!

SESSION 1--Taking Advantage of Tax Credits and Incentives to Improve Cash Flow and Grow Your Business

Wednesday, February 19 - 7:30-9:00 a.m.

SESSION 2--Leveraging Technology to Achieve Strategically Focused Growth

Tuesday, March 11 - 7:30-9:00 a.m.



SESSION 3--Early-Stage Funding and Cost of Capital

Tuesday, April 1 - 7:30-9:00 a.m.

Space is limited! Seminar sessions are free and registration is required.

Register early to secure your spot at www.wipfli.com/waterseminarseries



Global Water Center Receives LEED Silver Recognition



The Global Water Center was awarded LEED Silver certification from the U.S. Green Building Council. Criteria that enabled the award include:

- **94%** of the building was salvaged and reused
- **16%** of materials used in construction contained post-consumer recycled materials
- **39%** reduction in potable water use
- **84%** of construction waste diverted from landfills and incineration (348.3 tons)

Other highlights from the project include a vegetated roofing research laboratory utilized by graduate students to determine water holding capacity, evapotranspiration and more. The building also received exemplary performance in Alternative Transportation Public Transportation Access for close proximity to seven different bus routes.

Read more about the award on our [blog!](#)

Blue Talent -- *Monthly Update*

Another new Co-Chair has joined the Talent Education Committee. Welcome Heather Koehn, Marketing Manager at [Pentair!](#) Joe Russell, President of [Watertech of America](#) has also stepped up to serve the committee for 2013-2014. Thank you Joe and Heather for serving on the Talent Education Committee and helping create the next generation of water technology professionals!

Future Water Leaders in Action:

Two UW-Parkside students and Water Council Student Chapter President and Vice President found careers and co-ops with water companies. Jennifer Kraus secured a new position with Global Tap prior to graduation, and Keith Kurkowski will be working

with Pentair as a R&D Engineering Co-Op. His degree will be in Environmental Geosciences.

Water Career Day -- We need you! Help students get career and college ready!

Career coaches are needed for 4-5 hour slots on February 4 and February 18 to help with the [My Life My Plan](#) Career and College Readiness program for high school students. One of the career areas they focus on is water. Visit mylifemyplanwi.com for more information.

I/UCRC -- Monthly Update



The Water Equipment and Policy (WEP) I/UCRC was one of only 14 of the 63 I/UCRC research centers nationwide awarded the competitive National Science Foundation Innovative Managing Director grant. The grant provides funding for a new full-time position of Managing Director. Dave Marsh will fill this position reporting to Center Director Dr. Junhong Chen.

The Water Equipment and Policy (WEP) I/UCRC is a water research center funded by the National Science Foundation. WEP is a collaboration among UW-Milwaukee, Marquette University, and six industrial members whose annual membership fees fund pre-competitive research in four areas important to the water industry: materials, sensors and devices, systems, and policy. The WEP research center serves as a catalyst for synergizing the region's assets to create the next generation of products and processes to advance the water industry. To learn more about the center, please visit www.uwm.edu/wep/

Become a Water Council Member!

Our broad base of membership support, which covers all aspects of the water cycle, business, research, government and the environment, allows The Water Council to achieve its vast array of activities and goals.

Membership is crucial to The Water Council's success: from helping businesses develop in Milwaukee to gaining international prominence with the UN Global Compact City designation, members work closely with each other towards fulfilling the mission of making Milwaukee *the* World Water Hub.

[Apply Today!](#)