

# Water Council Happenings

- **Ready, set, go – Watch a 5 minute Water Council update!**  
From JPMorgan Chase & Co. and Small Business Administration awards, to Reed Street Yards and Alliance for Water Stewardship, this interview with Dean Amhaus will provide you with a snapshot of The Water Council's recent announcements and initiatives. [Watch Video](#)
- **Unveiling our new Leadership Strategic Vision**  
This year-long project is complete and the new Leadership Strategic Vision is available on our website to download. [Here](#)
- **What's new with The BREW?**  
Watch a short interview of Elizabeth Thelen, our BREWmaster, with WaterWorld and receive a sneak peek into Batch III! [Watch Now](#)
- **WEFTEC 2014!**  
The Water Council and the Wisconsin Economic Development Corporation made a huge splash this year with our Wisconsin Water Innovation Pavilion at WEFTEC 2014. It was great to see #WisWater well represented and look forward to an even larger presence next year in Chicago! [Watch Video](#)
- **Water Council receives SBA Regional Innovation Cluster Award!**  
During WEFTEC U.S. Small Business Administration announced that it had selected The Water Council to join its Regional Innovation Cluster initiative, awarding funds to create the Center of Excellence (CoE) for Freshwater Innovation and Small Business Development. [Learn More](#)
- **The Water Council welcomes new Director of Investment Strategies**  
As part of the JPMorgan Chase *Small Business Forward* grant announced in September, The Water Council has hired Scott Mosley as our new Director of Investment Strategies. [Read More](#)
- **Just Add Water – Site Selection Magazine features The Water Council!**  
The Water Council and Milwaukee's water technology cluster were featured in the September Issue, highlighting our expanding initiatives, and Wisconsin's overall position as a water leader. [Read More](#)
- **Value of Water book featuring Dean Amhaus**  
Dean Amhaus is one of many CEOs featured in *The Value of Water: A Compendium of Essays by Smart CEOs*. The book presents narratives that inform and change our understanding of water's value on such issues as business continuity, product margins, growth and opportunity. [Learn More](#)

- **Investing & succeeding at doing business in Canada - Oct. 22**  
Join this panel discussion to learn how your business can easily transition into the global economy by engaging our neighbors to the north. [Register Here](#)
- **Global Entrepreneurship Week – Nov. 17-23**  
The 7th annual Global Entrepreneurship Week, founded by the Kauffman Foundation, will inspire millions from over 150 countries to launch and grow new startups while also exploring programs and policies to help new firms start and scale through more than 25,000 events, activities and competitions. Join the movement, find an event near you. [Here](#)
- **India - U.S. Technology Summit - Nov. 18-19**  
This annual technology summit partners with different countries each year, this is the first year partnering with the U.S. The summit offers a high-profile platform to promote American technology, products and services to an elite audience of Indian businesses, government officials and academic institutions. [More Here](#)
- **Business Delegation to South Africa - Dec. 11-21**  
Join other Milwaukee-area businesses as they travel to Johannesburg, Durban and Richards Bay, South Africa to discover business opportunities in manufacturing, infrastructure, water, and more! [Learn More](#)
- **Welcome New Water Council Members!**  
We're pleased to welcome [Halling & Cayo, S.C.](#), [Acceleration Advisors, K4 Environmental Technologies](#) and [Skidmore, Owings & Merrill LLP](#) to The Water Council in the last month. Interested in making waves with us? [Apply Today!](#)
- **Stormwater Solutions Engineering, LLC host beach clean-up**  
Water Council Member Stormwater Solutions Engineering, LLC hosted a beach clean-up at Sheridan Park on a recent weekend, disposing of over 150 pounds of trash and debris, great to see our Members giving back to the community. [Learn More](#)

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## U.S. EPA Administrator Visits Global Water Center

U.S. EPA Administrator Gina McCarthy visited the Global Water Center on October 2. She was joined by U.S. Senator Tammy Baldwin (WI) to discuss Wisconsin's growing position as a water quality leading innovator. [Read More](#)

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## Midwest Innovation Summit

This summit showcases the region's cleantech innovation and convenes key stakeholders from investors, entrepreneurs, Fortune 500 managers, policy makers, and academia.

The Water Council's very own Elizabeth Thelen, Director of Entrepreneurship and Talent, will be participating in the **Breakfast Roundtable Sessions**, information below. Use discount code: **mwctowaterc25off** for 25% off! [Register Here](#)

***Midwest Water Leadership: The Power of Clusters in Emerging Industries***  
**Breakfast Roundtable Sessions (Great Hall)**  
**October 28 – 9:00AM-9:45AM**



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## Changing Dynamics in Water Investment

Join Dean Amhaus, President & CEO, and Scott Mosley, Director of Investment Strategies, to hear how The Water Council is making waves in water technology in Wisconsin and abroad. The CFA Society of Milwaukee hosts The Water Council to discuss the range and changing dynamics of water investments, The BREW accelerator program and early stage water investments, and how the CFA Society

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can engage with The Council to build a water investment education program. [Register Here](#)



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## Blue Talent -- Monthly Update

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### Preferred Partner – Engagement Opportunity:

- The Milwaukee Area Workforce Investment Board has funded a Water Industry Careers Training program that is open to businesses with a connection to water-related technology, products and services. For more information, please contact Travis Richardson, [travis.richardson@goracine.org](mailto:travis.richardson@goracine.org).

### Upcoming Talent & Education Events:

[Professional Development Workshop for Young Water Professionals](#) - Oct. 29

Q4 Talent & Education Committee Meeting - Nov. 5

Speed Networking for Young Water Professionals - Nov. 12

Please contact Elizabeth Thelen with questions, at [ethelen@thewatercouncil.com](mailto:ethelen@thewatercouncil.com)

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## I/UCRC -- Monthly Update



The Water Equipment and Policy (WEP) Research Center is pleased to announce that the National Science Foundation (NSF) has awarded an \$800,000 Partnership for Innovation (PFI) grant to Professor Junhong Chen (PI) and Professor David Garman (Co-PI) of UW-Milwaukee.

The grant paves the way for the commercialization of Dr. Chen's real-time sensing technology that detects heavy metals in water. The laboratory research, funded by the

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WEP Research Center, has already demonstrated the miniature low cost sensors can detect various contaminants in real-time. The PFI grant will fund the development of prototypes that can be manufactured. An important requirement for winning the award is forming a collaborative team of industry participants willing to match the NSF's investment at least 1:1, which makes the total project funding \$1.6 million. Industrial partners for the PFI project include AO Smith, Badger Meter, Baker Manufacturing, and NanoAffix Science LLC. There is significant interest throughout the water industry for affordable real-time sensors that can be distributed throughout water systems and serve as the foundation of intelligent water systems.

*WEP Research Center operates under the auspices of the National Science Foundation Industry/University Cooperative Research Center (I/UCRC) Program. WEP is a collaborative nonprofit organization of research universities and members including corporations and government agencies whose annual membership fees fund pre-competitive research in four areas important to the water industry: materials, sensors and devices, systems, and policy. Member organizations benefit in many ways.*

- *They receive royalty-free access to intellectual property created from the center's research.*
- *They stretch their research budgets with significantly reduced rates on scientific research, and by pooling research funds with other members.*
- *They work with talented engineering students who are potential future employees.*

*Companies and organizations in the U.S and overseas interested in collaborating on creating the next generation of water technology and products are encouraged to learn more about WEP by emailing Dave Marsh at [marshd@uwm.edu](mailto:marshd@uwm.edu) and visiting [www.uwm.edu/wep/](http://www.uwm.edu/wep/).*

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## 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!](#)**

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