

# Water Council Happenings

- **Q4 Recap and Water Innovation Collaborative Platform**  
Featured speaker Mike Turillo, Founder & Chairman of [inno360 Inc.](#), led an extensive presentation on the latest version of the Water Collaborative Innovation Platform. The platform is a water industry ecosystem that allows new ways communication in content saturated world. [Read More.](#)
  - **The Water Council Seeks Qualified Accounting and Finance Manager**  
The Accounting & Finance Manager is responsible for handling all aspects of The Water Council's financial record-keeping, including recording financial transactions, managing accounts payable and receivable, and assisting with completing annual tax forms. Application deadline is Friday, December 19th [Learn More.](#)
  - **New Water Council Staff!**  
In early December we added two new staff. New to our team is Monica Pless, Events Coordinator, and Ashley Janke, Communications Coordinator.
  - **Huffington Post Spotlights Milwaukee!** The  
Huffington Post focuses on the Blue Tech industry in Milwaukee! Companies emphasized include BREW I participants Vegetal ID and Microbe Detectives. [Read More.](#)
  - **Wetskills Water Challenge is looking for Case Sponsors**  
Wetskills Water Challenge is being hosted for the first time in the United States! Dutch companies will partner with US Companies to develop and sponsor 5 case studies to be paired up with 20-25 Dutch, US and Canadian students or young professionals. Slots are limited! For more information on sponsorship [CLICK HERE.](#) To sign up as a sponsor contact [water@uww.edu](mailto:water@uww.edu).
  - **Clean Energy Challenge looking for applicants**  
Clean Energy Challenge, an accelerator program of Clean Energy Trust, requests applications submitted by January 13, 2015. Finalists gain national exposure and a chance to earn \$1 million in total investments. [Read More.](#)
  - **Globe and Mail spotlights WatrHub Inc**  
[WatrHub](#) made a splash in the small business section of Canada's National Business Newspaper, The Globe And Mail, as a young company focused on using data to bring cohesion to a fragmented water industry. For the full article [CLICK HERE.](#)
  - **FlowControl focuses on BREW activity**  
This Month BREW participants' pHinding Solutions and Vegetal i.D. were
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highlighted in web publication FlowControl. [Read More](#).

- **Water Ethics Conference Call for Papers!**  
The Water Ethics Conference, coming up in April, is looking for scholars, scientists and entrepreneurs to submit papers "examining water's unique status as a commons resource, essential to economic, cultural, physiological, and emotional well-being". Submission deadline is January 9th. For more information [CLICK HERE](#).
- **East Africa Trade Mission 2015 open for registration**  
The Council of Great Lakes Governors is leading a trade mission to Kenya and Tanzania May 11-16, 2015. For more information on the trade mission and registration [CLICK HERE](#).
- **Upcoming Smart Growth Business Development Mission to China**  
The US Department of Commerce will be leading a Business Development Mission to China in April 2015, focused on Smart Cities and Smart Growth. Registration is now open and will close January 23, 2015. [Learn More](#).
- **New Tenants of the Global Water Center**  
We are excited to recently welcome new tenants [Rexnord](#), [Solar Water Works](#), [Wisconsin Historical Society](#) and [GZA GeoEnvironmental Inc.](#)
- **Welcome New Water Council Members!**  
We're pleased to welcome [Corporate Financial Advisors](#) to The Water Council. Interested in making waves with us? [Apply Today!](#)

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## Fund For Lake Michigan



[The Fund for Lake Michigan](#), created through a legal settlement between environmental groups and three utilities, won two more years of funding last month to

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support efforts to improve water quality in Lake Michigan and its tributaries. The Wisconsin Public Service Commission voted unanimously in November to allow the three utilities, including We Energies, to continue payments of \$4 million a year through their rate base to the Fund for Lake Michigan. The Public Service Commission's decision was supported by The Water Council and many of its members. [Read More.](#)

The Fund will issue a call for proposals in January. For more information, please contact the Fund's Executive Director at 414-418-5008 or [Vicki@fundforlakemichigan.org](mailto:Vicki@fundforlakemichigan.org)

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## The BREW Hosts Live Stream of the Lean Start-Up Conference

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[The BREW](#) hosted a two day Live Streaming of the Lean Start-Up Conference at The Water Council. The Lean Start-Up mentality focuses on "teaching people how to build and scale high-growth start-ups." Over 120 speakers gave advice and insight into issues faced by many contemporary entrepreneurs. Day one of the conference was hosted in the Badger Meter Suite on the first floor of the Global Water Center and day two was hosted by WatrHub on the second floor. Both days were open to public registration.

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## Blue Talent -- Monthly Update

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**Engage your industry voice at our Quarterly Talent/Education Committee Meetings:**  
2015 meetings -to be determined, keep your eyes peeled for updates!

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### **Preferred Partner – Greater Milwaukee Committee's MyLife MyPlan:**

February 18, 2015

8:30am - 11:30am

Bradley Tech High School

This program highlights the regions driver industries including water. Influence students, share your knowledge and pay it forward! Sign up below. You don't need to be a water expert, you need to be person who wants to pay-it-forward with your time for students. Email [mgonzales@gmconline.com](mailto:mgonzales@gmconline.com) [orrschwarz@communityconnectionsconsulting.com](mailto:orrschwarz@communityconnectionsconsulting.com) to sign up.

### **Future Water Leaders in Action:**

Taylor Andrews, a student from UW-Whitewater was just hired part time at WellIntel, one of the BREW Batch II companies!

### **Pay it Forward Examples:**

Thank you to Nate Conroy from STEMhero and Justin Hegarty from GZA GeoEnvironmental for speaking to our large high school student group from the [Lead to Succeed](#) program. 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 Research Center to add two more members**

1. The Water Equipment and Policy Research Center is pleased to announce that Rexnord Water Management and The Metropolitan Water Reclamation District of Greater Chicago (MWRD) will become members in the New Year. Rexnord Water Management delivers high quality engineered product solutions to the people that impact the global water and wastewater markets. It serves the global water industry with a broad product line applied to systems throughout the water cycle from sourcing freshwater to systems at the end stages of waste water treatment. Its leading brands include Zurn and VAG.  
The Metropolitan Water Reclamation District of Greater Chicago serves an area of 883.5 square miles of Cook County, Illinois. MWRD's mission is to protect the health and safety of the public in its service area, protect the quality of the water supply source (Lake Michigan), improve the quality of water in watercourses in its service area, protect businesses and homes from
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flood damages, and manage water as a vital resource for its service area. Member organizations of the I/UCRC 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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