

WATER COUNCIL HAPPENINGS

Welcome New Water Council Members!

We're pleased to welcome [Wunderlich-Malec Engineering](#), Prairie Springs: The Paul Fleckenstein Trust, [Nutrient Recovery & Upcycling, LLC](#), [Electro Scan, Inc.](#), [The Probst Group LLC](#), Interested in making waves with us? [Apply Today!](#)

Major policy effort discussion at Member Meeting this Wednesday, February 18

The Q1 Member Meeting will provide an opportunity to learn about a major clean water public policy initiative spearheaded by Michael Best Strategies. Register [HERE](#) today! Please contact Monica Pless, Event Coordinator, at mpless@thewatercouncil.com if you have questions.

BREW Batch III applications open March 1

The Water Council's BREW accelerator for water tech start-ups opens the flood gates March 1st for a new round of applicants. Get ready, the pressure's on. Visit thebrew-mke.com.

Member Appreciation Evening on March 16 – wear your green!

Join The Water Council team and members for an evening of celebration in honor of a tremendous year. Wear your best green to be entered to win a complimentary ticket to Water Summit 2015! Check your inbox for the invite and registration link. Please contact Monica Pless, Event Coordinator, at mpless@thewatercouncil.com if you have questions.

Early bird registration opens in March for Water Summit 2015

Mark your calendar for Water Summit 2015, June 23-24, at The Pfister in downtown Milwaukee. This year's theme of "Creating a One Water Region" focuses on a model that connects and enhances historically independent "water silos" to create a more efficient, effective and comprehensive water system for a region with the priority to improve water quality, knowledge-based stewardship, and water sustainability. More details [HERE](#).

Coca-Cola gives shout out to The Water Council

Coca-Cola, recently awarded the 2015 U.S. Water Prize, brings attention to the global water crises, shining a light on four companies leading the way in freshwater innovation. Read more [HERE](#).

WUWM Public Radio passes the mic to BREW winner WatrHub

WUWM's Lake Effect dives deeper into Milwaukee Magazine's cover story on entrepreneurs. Sunit Mohindroo, CEO of WatrHub, speaks to his experiences working from the Midwest in the water industry. [LISTEN HERE](#).

Milwaukee recognized as 1 of top 5 U.S. cities for manufacturing

Milwaukee gets back to its roots as an industrial city. An area known for Harley Motorcycles, Johnsonville Brats, and Kohler Sinks can now add water technology hub to its production list. Read more [HERE](#).

Indonesian delegates visit Advanced Waste Services



Through The Water Council's partnership with the US Department of State's International Visitor Leadership Program, a delegation from Indonesia visited Advanced Waste Services in Milwaukee seeking their assistance to help solve water pollution problems. Read more [HERE](#).

Fund for Lake Michigan accepting Letters of Inquiry through Feb. 20

The Fund for Lake Michigan is now accepting Letters of Inquiry as part of their 2015 grant cycle. The Fund is seeking projects that improve the water quality of Lake Michigan through habitat restoration, pollutant reduction, stream restoration or improvements to coastal areas in Wisconsin. Read more [HERE](#).

WEDC launches new website focused on Entrepreneurship

What's happening in Wisconsin? WEDC follows entrepreneurs, start-ups, makers and parents of innovation with new In Wisconsin site! Check it out [HERE](#) and follow their progress on Twitter at #HappeningInWisconsin

BREW winner WellIntel welcomes new team member!

WellIntel welcomes Joseph Fillingham as the *Science Lead* where he will join a talented team of engineers and designers. Read more [HERE](#).

White House announces launch of Water Finance Center

In late January, the White House announced the launch of a new Water Finance Center, run through the Environmental Protection Agency (EPA). The Center will promote models of public private collaboration that can address the real needs of cities to provide safe water, rebuild sewer systems and keep streams and rivers clean. Read more [HERE](#).

Milwaukee Institute partners with NSCA, a leading supercomputer center

Water Council partner, Milwaukee Institute, announced a strategic partnership that will offer a variety of computational resources to the Institute to better serve scientific and engineering projects for clients performing large-scale modeling, simulation, visualization and analytics projects. Learn more [HERE](#).

Future Water Leaders

Over the past few months The Water Council has compiled an impressive list of resumés from potential future innovators in the water industry. Take a look [HERE](#).

Engage with us at Sustainability Summit

Visit the joint Water Council/UW-Whitewater booth at this year's Sustainability Summit March 4-6 at the Wisconsin Center. Hear from BREW entrepreneurs on a panel discussion and bring your resume to the career fair. For more information, [Click HERE](#).

LAUNCH of the Center of Excellence for Water Innovation & Small Business Development



The Water Council is pleased to announce the launch of the Center of Excellence for Water Innovation & Small Business Development and its opening programming. The CoE is a new initiative of The Water Council through a U.S. Small Business Administration *Regional Innovation Cluster* contract to promote the growth and development of small businesses operating in the water technology sector - first in the Midwest and then across the United States.

The CoE will serve as the mechanism for connecting small and medium sized businesses to critical resources such as capital, networks, trained workers, supply chains, and facilities needed to catalyze and sustain growth.

Join us for our opening event series! Events are complimentary, and open to members and the general public. Click the event title for more info and registration.

Entrepreneurship Series led by Michael Best & Friedrich LLP

February 24, 8:30-9:30am - [Patents 101](#)

March 10, 8:30-9:30am - [Trademarks 101](#)

March 31, 8:30-9:30am - [Top 5 Mistakes Entrepreneurs Make](#)

April 14, 8:30-9:30am - [Non-Competes 101](#)

Interested in how you can become involved with The Water Council's new Center of Excellence? Connect with Karen Frost, Small Business Program Manager, at kfrost@thewatercouncil.com or (414) 988-8755.

Blue Talent



Engage your industry voice at quarterly Talent/Education Committee meetings

We are changing it up this year! Quarterly Talent & Education Committee meetings will be held prior to The Water Council's Quarterly Member Meetings. Contact Elizabeth Thelen at ethelen@thewatercouncil.com for further info.

Pay it Forward: Career Coaches Needed for Water Day

Water Day is Wednesday, February 18 from 8:30-11:30am at Bradley Tech High School. This program will focus on water as a driver industry in our region. Influence students, share your knowledge, and pay it forward! Click [HERE](#) to sign up as a career coach.

International Technology & Engineering Association conference

The International Technology and Engineering Association conference will be in Milwaukee in March. Look for the joint Water Council booth with UWM. Learn more [HERE](#).

Water industry comes to Junior Achievement.

We are looking for 4 or 5 anchor companies to showcase the water industry to students around South Eastern Wisconsin. Students are assigned water jobs and will represent your company in an all-day event at Junior Achievement. Contact Heather Koehn at heather.koehn@pentair.com for more info.

WEP shares its success strategies at national I/UCRC Conference!

In January Dave Marsh, Managing Director of the Water Equipment and Policy Research Center (WEP), was invited to serve as a panelist at the National Science Foundation's annual I/UCRC conference in Washington DC. Dave was asked to share strategies WEP implemented that resulted in the granting of 5 licenses of technology to its members, and adding 7 new members during this past year. These successes were dramatic relative to other centers and instrumental in the renewal of the IMD grant. WEP operates under the auspices of the National Science Foundation Industry/University Cooperative Research Center 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.



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 and visiting 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!**](#)
