

# WATER COUNCIL HAPPENINGS

## **SAVE THE DATE! Q2 Meeting May 6**

The Water Council's second Quarterly Meeting is just around the corner! Make room on your calendar for an informative afternoon hosted by the Milwaukee Bucks. More information soon to come!

## **2014 Online Annual Report is NOW LIVE!**

We invite you to browse through our 2014 Annual Report and see firsthand the growth The Water Council has collectively accomplished. We've come a long way from concept, to a vibrant, thriving organization and could not have achieved this exciting expansion and growth without strong member support. To view the online report click [HERE](#).

## **The Water Council to launch \$5 million Seed Fund**

The U.S. Department of Commerce's Regional Innovation Strategies announced The Water Council a winner of a \$71,625 grant to kick off the Water Seed Fund. The fund will provide catalytic capital to companies working to bring innovative water technologies to market. For more information click [HERE](#).

## **Electro Scan gives a shout out to The Water Council**

New member from California, Electro Scan, expressed its interest in Water Council ties stating, "Our prolonged drought conditions in California has prompted us to seek out innovative partnerships as we begin rollout of our next generation leak detection technology." Learn more about Electro Scan's initiatives [HERE](#).

## **Global Water Center II could be on the horizon**

The Water Council's Global Water Center is nearly full, less than two years after opening, so key partners are now performing due diligence on a possible second building in the Walker's Point neighborhood. Read more [HERE](#).

## **Welcome New Water Council Member!**

The Water Council welcomes new member [Pro-Equipment, Inc.](#) to our

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dynamic cluster. Interested in becoming a member? Learn more [HERE](#).

### **Residential, commercial development flows around Global Water Center**

Tom Daykin discusses development in the Historic Walkers Point neighborhood citing the Global Water Center as a corner stone of the developments. Two large apartment developments overlooking Milwaukee's Reed Street Yards water technology business park are opening this spring, with the business park's first office building set to begin construction concurrently. More [HERE](#).

### **U.S. Commerce Department Announces Third Americas Competitiveness Exchange**

The U.S. Department of Commerce's Economic Development Administration (EDA) and International Trade Administration announces its third Americas Competitiveness Exchange. This trip will build on the success of the previous two ACE trips in the American South and Mexico, this time showcasing the amazing work of innovators and entrepreneurs with a stop in Milwaukee at the Global Water Center. More [HERE](#).

### **World-renowned NASA Scientist Jay Famiglietti will speak at Water Summit 2015!**

The Water Council is enthused to announce world-renowned NASA scientist Jay Famiglietti as a headlining keynote at Water Summit 2015! Secure your spot today to hear first-hand how serious the depletion of crucial groundwater in California is, learn about the work NASA is conducting that could assist the water technology industry, and NASA's perspectives on global water trends.

### **Milwaukee: A City Built on Water**

Water has played a major role throughout the history of the City of Milwaukee, and a locally-produced documentary is finally telling this story. *MILWAUKEE: A CITY BUILT ON WATER*, a fast-paced, richly illustrated one-hour documentary, will be on shown at the Global Water Center on Wednesday, April 22 for Earth Day. The reception starts at 5PM and the screening begins at 5:30PM. To register for this event click [HERE](#). More on *MILWAUKEE: A CITY BUILT ON WATER* [HERE](#).

### **Water Discussion at Milwaukee YP Week**

Water Council Director of Entrepreneurship & Talent, Elizabeth Thelen, will moderate a panel of water industry leaders including representatives from A. O. Smith, Badger Meter, UWM School of Freshwater Sciences, and

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WatrHub on Friday, April 17, at UW-Milwaukee's School of Freshwater Sciences. The panel discussion will cover The Water Council's its impact on Milwaukee's thriving freshwater hub. For more information and registration click [HERE](#).

### Future Water Leaders

Over the past month The Water Council has come across a number of potential future innovators of the water industry. Take a look [HERE](#).

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## CENTER OF EXCELLENCE

for Water Innovation & Small Business Development

*The Center of Excellence (CoE), an initiative launched by The Water Council in 2015 through a U.S. Small Business Administration Regional Innovation Cluster award, serves as the mechanism for connecting small and medium sized water technology businesses to critical resources such as programming, capital, networks, trained workers, supply chains, and facilities needed to catalyze and sustain growth. The programming listed below is free of charge and open to water businesses throughout the United States. [CLICK HERE](#) for more information about the CoE.*



### A Seminar for Small Businesses Entering International Markets

Tuesday, April 28, 9-11:30am

Global Water Center Auditorium

This seminar will provide companies with information about the various products and services offered by the Overseas Private Investment Corporation (OPIC), the U.S. government's development finance institution. OPIC helps small and mid-size businesses gain footholds in emerging market countries and expand their business overseas. OPIC provides financing options, political risk insurance, and support for private equity. During this seminar you will learn how OPIC can help your business finance overseas projects, protect yourself against political risks, hear success stories about companies who have worked with OPIC, and learn how to start working with OPIC today! View their

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flyer [HERE](#), or register [HERE](#).

### **Growth Wheel Workshop: Operations – Funding & Finance**

*Thursday, April 23, 9-11:45 am*

*Global Water Center Auditorium*

The Water Council in partnership with UW Whitewater Institute for Water Business is kicking off a series of certified Growth Wheel Workshops that will work with attendees to assist them in identifying critical challenges and opportunities, validating decisions, and jump-starting action plans to grow their businesses. The first of these workshops will focus on Operations, with a particular emphasis on financials and funding. More [HERE](#).

### **Customer Development Workshop**

*Thursday, May 21*

*\*More information coming soon\**

Join The Water Council on May 21st as we welcome Cindy Alvarez, author of Lean Customer Development for a workshop on Customer Development. Cindy Alvarez is the author of [Lean Customer Development: Building Products Your Customers Will Buy](#) and Director of User Experience for Yammer (a Microsoft company). She has over a dozen years' experience leading design, product management, user research, and customer development for startups, and is currently using that background to drive entrepreneurial change within Microsoft.

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## BREW

Business. Research. Entrepreneurship. In Wisconsin.

### **Sunit Mohindroo of BREW Batch II start-up, WatrHub, featured in water technology book**

“Damned if We Don’t!: Ideas for Accelerating Change Around Water” a compilation of essays written for members of the water sector by members of the water sector. Download the Kindle Edition [HERE](#).

### **Pellucid Water ramps up for the final round of WI Governor's Business Plan Contest**

BREW Batch II start-up, Pellucid Water, was selected as one of 24 companies to compete in the final round of the Governor's Business Plan Contest. For more information on Pellucid click [HERE](#). For more information on the contest click [HERE](#).

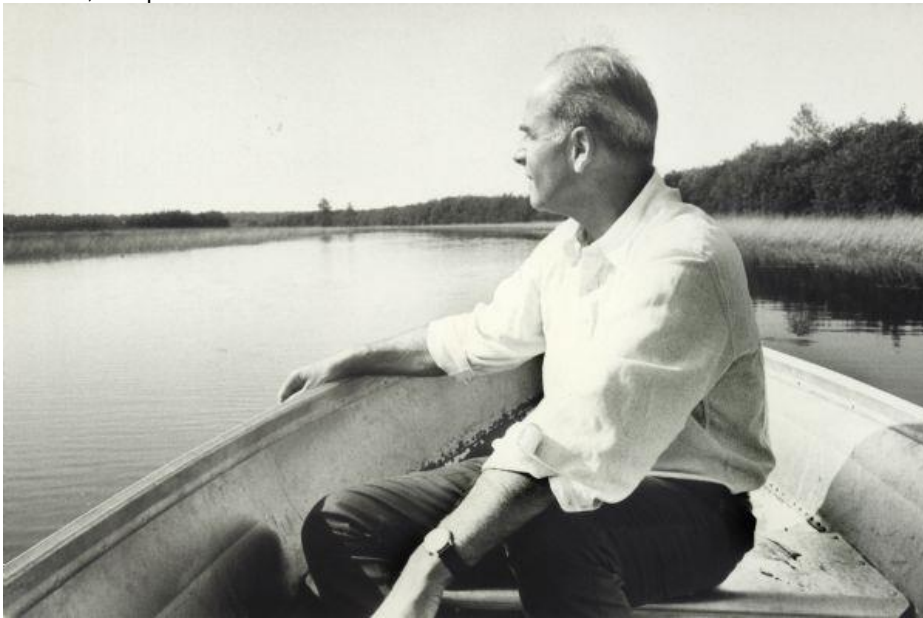
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## WISCONSIN HISTORICAL SOCIETY

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### WHS Celebrates Earth Day

Wisconsin played a major and highly visible part in the development of environmental protection in the twentieth century, including a key role in forming the national organizations of the Sierra Club and the Wilderness Society and in creating Earth Day in 1970. [Aldo Leopold](#) inspired many environmentalists to appreciate wildlife and to use the land sensibly and sensitively. Born in Iowa in 1887, Leopold developed many of his insights while spending time at his family cabin near Baraboo, WI. He carefully observed and recorded every detail of the plants and animals around him, recognizing how everything in nature was connected. Serving on the Wisconsin Conservation Commission in the 1940s, Leopold helped to formulate policies that emphasized the management of land not just for commercial uses but also for the benefit of humans, animals, and plants.



In the 1960s, Wisconsin Governor [Gaylor Nelson](#) established a national reputation as a leader in environmental protection with his advocacy of Wisconsin's pioneering Outdoor Recreation Act. The act, passed in 1961, pledged \$50 million over the next decade toward environmental planning, land acquisition, and easements along state highways to ensure scenic values. Elected to the U.S. Senate in 1962, Nelson proposed a constitutional amendment that stated "every person has the inalienable right to a decent environment." Borrowing a tactic of the anti-Vietnam war protests, the teach-in, he suggested a full day of teaching and learning about the environment in a 1969 speech in Seattle. Nelson's efforts led to the first Earth Day on April 22, 1970.

View articles, images, artifacts, and more related to Wisconsin's role in the modern environmental movement [here](#).

Image caption: Gaylor Nelson at the Apostle Islands, WHS Image ID 56854

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## BLUE TALENT

Building the water generation from k to grey

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**Wetskills comes to Milwaukee during Water Summit 2015!**

The Wetskills Water Challenge is developed bottom-up by enthusiastic water professionals that are closely involved and passionate by their profession and the world of Wetskills. Participants will work in mixed and multi-disciplinary teams of four to develop innovative concepts to the case studies provided by water sector partners during an extensive two-week program in Milwaukee, WI June 12-26. For more information contact Eric Doescher at [DoescherEW20@uww.edu](mailto:DoescherEW20@uww.edu).

**“Walk for Water” Awareness Event**

MATC’s Environmental Health and Water Quality Technology Program is walking for water. Instructor and long-time collaborator of The Water Council, Kathy Bates and her class are hosting this event. Come join them for a two mile hike at Gordon Park (Humboldt Blvd & Locust St.) on Sunday, May 3, 1:30PM-3:30PM. More [HERE](#).

**Students: Future Water Leaders in Action**

Shafaria Travi is the newest high school intern at The Water Council. She attends Bay View High School and learned about The Water Council on a Lead to Succeed tour of the Global Water Center. “What I love about my internship is I get to meet wonderful people and be involved with helping anyone who needs my assistance,” said Travi. “I hope to gain some business skills and contribute to improving the business world around us.” Please stop by and welcome Shafaria to The Water Council.

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## INDUSTRY & UNIVERSITY COOPERATIVE RESEARCH

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# PROGRAM

## Monthly Update

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### **WEP research results in another patent application**

The Water Equipment and Policy Research Center is pleased to announce the filing of the 4th patent application resulting from research funded by the center. A provisional patent has been filed by UW-Milwaukee for Assistant Professor Woo-Jin Chang's highly sensitive paper-fluidic device that detects extremely low concentrations of multiple heavy metals simultaneously along with pH monitoring in various water resources.

Dr. Chang's device uses a functionalized paper, hydrophobic barrier stamping, and electrochemical sensing. Even trace amounts of heavy metals present can be detected by analyzing pre-concentrated samples using commercial screen printed electrodes functionalized with nanoparticles.

*The Water Equipment and Policy (WEP) Research Center operates under the auspices of the National Science Foundation Industry/University Cooperative Research Center (I/UCRC) Program.*



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!

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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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