

WATER COUNCIL HAPPENINGS

Registration Closes Tomorrow for Lean Customer Development Seminar with Cindy Alvarez

Join us this Thursday, May 21 from 8-11:30am at the UW-Milwaukee School for Freshwater Sciences for this valuable “Lean” workshop! Cindy Alvarez will discuss Lean Customer Development strategies and provide guidance on how to ask questions and put aside assumptions in order to rigorously validate ideas. You will learn the value of differentiating customer 'wants' from 'needs' and building constant learning into your product development culture. Registration is \$10 including breakfast, click [here](#).

Q2 Member Meeting Recap!

May 6 marked the second Quarterly Member Meeting of 2015! Thank you to our hosts, the Milwaukee Bucks for the accommodation and to Bango for aiding in a very engaging Water Council member meeting. More [here](#).

The Water Council Hires First Director of Alliance for Water Stewardship, North America

The Water Council is proud to announce Matt Howard as our first Director of Alliance for Water Stewardship (AWS) - North America. Last June, AWS, a global collaboration of leaders in sustainable water resource management, announced The Water Council as the North American headquarters for AWS. Learn more about Matt and the new position [here](#).

Member Verification Survey Reminder

Last week, each primary contact had the opportunity to fill out a survey providing current information that The Water Council can use to visually show the strength of the Wisconsin water cluster. Take the survey by the end of Wednesday to ensure your company is represented in the Network Map. Contact Isaiah Perez, Member Services & Development Coordinator, with any questions at iperez@thewatercouncil.com.

Last Chance to Book Hotel Rooms for Water Summit 2015!

The Rolling Stones will be in Milwaukee the night of June 23. Book your hotel room by May 21 as hotels across the city will sell out. More on room reservations [here](#).

POW! Program Announced to Advance Water Entrepreneurship

Veolia, The Water Council and the Wisconsin Economic Development Corporation have reached an agreement to launch a national

competition, *POW! emPowering Opportunities in Water*, to support entrepreneurship and economic development while fostering sustainability efforts in the field of water. More [here](#).

First Stewardship Training in North America

In May, AWS and The Water Council held the first joint one-day training program, hosted at the MillerCoors headquarters in Chicago. *Foundations of Water Stewardship* introduced participants to water stewardship, and the AWS Standard, to help them understand how this innovative approach can support diverse water management goals and sustainability objectives.

New Water Council Staff: Amy Jensen, Director of Finance & Operations

It is hard to believe Amy has been working behind the scenes at The Water Council for over a month! Learn more about our new Director with an exclusive interview featured this month on The Water Council Blog. Read more [here](#).

Net Zero Military Bases – At the Nexus of National Security & Water

Water Summit 2015 ramps up with new panel: Net Zero Military Bases - At the Nexus of National Security & Water. Join in the discussion June 24, to learn how the Department of Defense (DoD) is responding to a challenging water future, and working with industry to achieve its goals. Register [here](#).

Overseas Private Investment Corporation Partners with The Water Council

The [Overseas Private Investment Corporation \(OPIC\)](#) christened its partnership with The Water Council during a co-hosted seminar this month. This partnership will allow Water Council members to connect with OPIC's unique development finance tools and four decades of development finance experience, leveraging U.S. business growth in global emerging markets. More [here](#).

HydroGaia - International Water Exhibition

Dean Amhaus, Water Council President and CEO, will represent the Wisconsin water cluster when he attends HydroGaia, an international water exhibition in France focused on water-related economic development. Learn more [here](#).

Reed Street Yards – Monthly Update

The state-of-the-art water filtration demonstration project, installed by

Watertronics at Reed Street Yards, is set to start its first season of operation! The system will run continuously from May 1 to October 15 each year and clean 15,000 gallons of canal water each day using ultra-filtration technology to clean the water to the 0.01 micron (virus) level. More [here](#).

Register for WEFTEC 2015

For the second year, The Water Council will be showcasing Wisconsin's water assets at WEFTEC 2015, Sept. 28-30 in Chicago at the Wisconsin Water Innovation Pavilion! Registration to attend this year's conference and exhibition is now open. Stay tuned for more details on how you can engage with us.

New Water Council members

The Water Council welcomes new corporate members [Park Bank](#), [RWK Global Holdings, LLC](#), [Pilot Air Freight](#), [Earthwise Environmental, Inc.](#), and [FPZ, Inc.](#) our dynamic cluster! Interested in becoming a member? Learn more [here](#).

Marquette Releases Design Plans for Global Water Center 6th Floor

Marquette will commence construction on the build-out of its sixth-floor space in the Global Water Center this summer, with an anticipated completion of late 2015. See conceptual renderings [here](#).

UWM Works With Industry on Water-Monitoring Products

Early-stage, applied research projects at UW-Milwaukee could go to the next level and reap potential payoffs in the form of early-warning water-monitoring products, with potential applications from California to China to help address growing water scarcity issues worldwide. More [here](#).

5 Academic Institutions Partner to Establish Local Site for National Innovation Network

UW-Milwaukee, Marquette University, Medical College of Wisconsin (MCW), Milwaukee School of Engineering (MSOE) and Concordia University of Wisconsin are joining forces to form a local chapter of the National Innovation Network that will recruit and train 90 entrepreneurial teams over the next three years. More [here](#).

Could Drought Slow America's Most Vibrant Economy?

The Southwest drought is not just raising questions about how America can keep soil fertile and food plentiful, but also questions the future of jobs, cities and technology. Read more [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](#).

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.



ExporTech™ for the Water Tech Program

June 16, July 17, August 18

8am-5pm

Global Water Center 1st floor – Paul & Pat Jones Board Room

A carefully-selected group of up to eight non-competitive companies share three full-day events scheduled approximately one month apart. Participants will learn how exports can dramatically drive growth, identify hurdles to expansion, and develop a customized international growth plan. Contact Karen Frost, Small Business Program Manager at kfrost@thewatercouncil.com with questions and interest in the program.

Water Tech R&D Opportunities with the Department of Defense

Thursday, May 28, 11am-12pm

Online Webinar

Join The Water Council, Defense Alliance, and TechLink, for a free, one-hour informational webinar on Department of Defense (DoD) R&D funding opportunities for innovations in water-related technologies. Click [HERE](#) to register.

ExporTech™ for the Water Tech Information Session

Tuesday, May 19, 8:30-10am
Global Water Center Auditorium

An information session on what the ExporTech™ program will entail for those interested in participating in the program. Contact Karen Frost, Small Business Program Manager at kfrost@thewatercouncil.com with questions and interest in the program.

BREW

Business. Research. Entrepreneurship. In Wisconsin.
Congratulations to Pellucid Water, founders Mark Raabe and Dr. Monolache made the top 12 out of 100 for the Wisconsin Governor's Business Plan competition! Come to their pitch on Tuesday, June 2, at the Wisconsin Entrepreneur's Conference, to be held at the Alliant Energy Center, in Madison.

In other news, Cadens LLC, a hydro-technology company, received a Small Business Innovation Research (SBIR) Grant for their work, and is the first BREW winner to receive such an award.

BLUE TALENT

Building the water generation from k to grey



The primary focus of the Talent and Education Committee this year will be to connect students with internship opportunities. Internships offer low overhead with high reward for companies looking to bring on new talent. The Committee is offering benefits to internship providers through their membership with Business Higher Education Forum (BHEF), an organization whose members collaborate in regions across the country to design and deploy education-workforce solutions in high-demand and emerging fields. By participating companies will have the opportunity to be part of the BHEF consortium and participate on the Committee's advisory board. Email Elizabeth Thelen at ethelen@thewatercouncil.com by June 1 to secure your position.

INDUSTRY & UNIVERSITY COOPERATIVE RESEARCH PROGRAM

Monthly Update

WEP Makes Membership More Affordable for Small Public Utilities

The Water Equipment and Policy Research Center (WEP) introduced a new membership category that makes participation more affordable to smaller public utilities. WEP now has three categories of membership; \$50,000 for full members, \$10,000 for associate members (companies defined as small businesses by the Federal Government SBIR program), and the new class of public utility members. Contact David Marsh, Managing Director, at marshd@uwm.edu for more information on WEP's new membership Structure.



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/.

WISCONSIN HISTORICAL SOCIETY

Wisconsin's Water Industry Heritage

Water is the backbone which allowed Wisconsin's early industries to take off. The state's natural waterways and dams provided power ideal for shipping and also furnished the major source of power for industrial development through water power sites, like mills. Water industries, like fishing, lumbering, shipbuilding, brewing, and electric power generation, among many others, all helped build Wisconsin's economy, and all did so while taking advantage of the state's water resources.



The Herrling Sawmill is an early example of a water industry site. Completed in 1854, the sawmill was operated by Theodore Herrling and soon became the source of lumber for the local settlement's needs, continuing its work until the 1910s when it fell into disrepair. The mill was rebuilt in 2001 on its original site and can be visited at the Wade House historical site in Greenbush, Wisconsin. Wade House is one of the Wisconsin Historical Society's [twelve historic sites and museums](#) located around the state of Wisconsin.

Image caption: The Herrling Sawmill in 1890 (WHS Image ID 88423) and today.

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!](#)
