

MILWAUKEE WATER COUNCIL

REPORT TO THE COMMUNITY

Created by leaders in both business and education, the Milwaukee Water Council is convening the region's existing water companies and research clusters, developing education programs to train talent, and building partnerships that cut across all sectors and geographic boundaries. The Milwaukee Water Council is advancing Milwaukee's global position by becoming a magnet that attracts creative talent, innovative ideas and is recognized as a water leader in tomorrow's world.

MILWAUKEE WATER COUNCIL BOARD OF DIRECTORS

Co-Chair
Rich Meeusen
President/CEO/Chairman
Badger Meter, Inc.

Co-Chair
Paul Jones
Chairman/CEO
A.O. Smith Corporation

Treasurer
Julia Taylor
President
Greater Milwaukee Committee

Secretary
Barry Grossman
Attorney
Foley & Lardner

Laurent Auguste
President & CEO
Veolia Water North America, Inc.

Kirk Allen
President/CEO
Sloan Valve Company

Dan Bader
President
Helen Bader Foundation, Inc.

Gary Grunau
President
Grucon group

Mary Jean Huston
State Director
The Nature Conservancy

Paul Jadin
CEO
Wisconsin Economic Development
Corporation

Mike Jones
VP Corporate Affairs
MillerCoors

Michael R. Lovell
Chancellor
University of Wisconsin-Milwaukee

Jill Morin
3EO - Retired
Kahler Slater

Rev. Scott R. Pilarz, S.J.
President
Marquette University

Paul Purcell
Chairman/President/CEO
Robert W. Baird & Company, Inc.

Mark Sabljak
Publisher
Business Journal of Milwaukee

Kevin Shafer
Executive Director
Milwaukee Metropolitan Sewerage District

MILWAUKEE WATER COUNCIL STAFF

Dean Amhaus
Executive Director

Claus Dunkelberg
Business Development Director

Deirdre Griesinger
Program Officer

Rachel Nadasdy
Communications & Membership Manager

Elizabeth Thelen
Talent & Education Advisor

Ryan Matthews
Intern

Lisa Sasso
Intern

James Starzec
Intern

ADVERTISING SUPPLEMENT

A Note from the Co-Chairs

We're proud to say that we've met and exceeded many of the initial goals we sought to accomplish when the Milwaukee Water Council began its formation in 2007. A look back at the last year alone reveals a number of success stories. The Water Council helped to bring over \$3 million in grants to Milwaukee area institutions and organizations. We were awarded the 2011 USA Water Prize from the Clean Water America Alliance. We had our largest turnout yet at our annual Water Summit in September and were represented at Singapore International Water Week. We have also met strategic checkpoints in the process of redeveloping the Reed Street Yards into the future home of the water research business park and, most importantly, the creation of the Water Council's one-of-a-kind water research and business accelerator building.

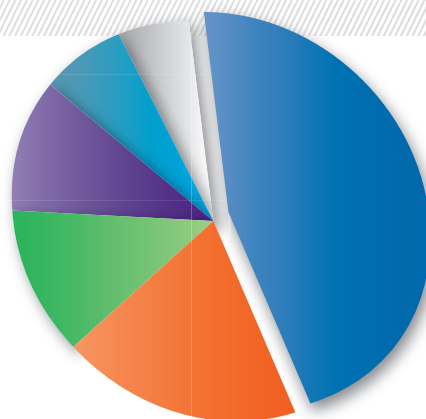
We feel fortunate to be the catalyst that brings together so many local forces that are creating innovative solutions to international water issues. Our numerous business partners are a testimony to Milwaukee's ongoing commitment to discovering water technology solutions. Our collaboration with the region's educational institutions ensures that Milwaukee will have a strong base of water-focused professionals for years to come.

We hope that you will join us as we continue to grow as a world leader in water technologies and promote Milwaukee as a world water hub.

Rich Meeusen
Rich Meeusen, Co-Chair
Milwaukee Water Council

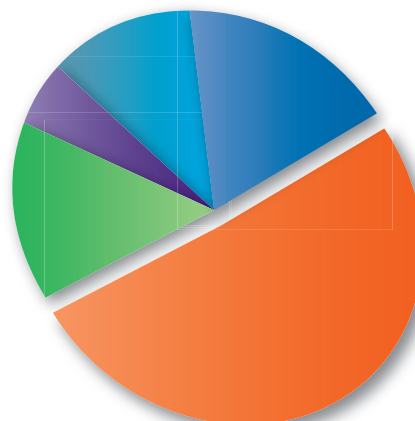
Paul Jones
Paul Jones, Co-Chair
Milwaukee Water Council

Expenses



- Programs -- \$311,000
- Special Events -- \$128,000
- Member Services -- \$80,000
- Administration -- \$75,600
- Marketing -- \$48,800
- Operations -- \$39,500

Revenue



- Membership Revenue -- \$154,000
- Grants -- \$455,000
- Water Summit V -- \$131,000
- Contributed Income -- \$50,000
- Singapore Intl. Water Week -- \$108,000

Water Research & Business Accelerator Center

Spurred by the close research and business development work between the Milwaukee region's water technology businesses and academia, the Milwaukee Water Council is undertaking its largest and boldest move to date by creating a water research & business accelerator center in Milwaukee's Walker's Point neighborhood. The center, scheduled to open in early 2013, will house water-related research facilities for universities and existing water-related companies and accelerator space for new, emerging water-related companies. The facility will be a venue for attracting and creating new businesses in the water industry, and will address key local and global water-quality technology and policy issues.



The center will feature common area amenities, including a 50 person lecture hall, exhibition space for new prototypes and, most importantly, high-tech, shared, core facilities. These core facilities, such as a state-of-the-art water flow lab, are critical to supporting the cutting-edge water research and product development activities of the cluster. The facilities will be constructed to provide resources and expertise that are not presently available anywhere else in the world.



This building's redevelopment also serves as a catalyst for the development of the Reed Street Yards, which has been designated by City of Milwaukee as a water technology research park and will serve as a global showcase for water management.

The Water Council research and business accelerator center -- a confluence of industry, academia, and government expertise and resources -- will provide leading-edge technology and solutions needed to succeed in the world water marketplace.

ECONOMIC DEVELOPMENT

**Economic Development Plan**

The Council approved an Economic Development Blueprint that focuses its strategies on four inter-connected themes: Capital, Government, Entrepreneurial Ecosystem and Technology Transfer/Academia-Business Partnerships.

IBM Smarter Cities Challenge

Milwaukee was one of only 24 cities worldwide and one of 8 in the United States to be selected as one of the first recipients of the prestigious IBM Smarter Cities Challenge. IBM brought six experts to Milwaukee for a three week period in June to help create a viable economic model for aquaponics locally as well as globally.

U.S. Economic Development Administration Report

Supported by the U.S. Economic Development Administration, the Water Council and UW-Milwaukee issued a report entitled "Water Markets of the United States and the World: A Strategic Analysis for The Milwaukee Water Council, Milwaukee, Wisconsin", which gains a better understanding of national and international water markets and business opportunities.

Water Stewardship

A new initiative of the Water Council, the Water Stewardship Committee, comprised of large water users, encourages, promotes, and facilitates efficient and innovative use of water resources, and communication and cooperation between water users and utilities in the region.

TALENT DEVELOPMENT

**Internships**

The Council is coordinating a system of internships that build a network of academic prowess that will benefit not only talented students, but companies looking to conduct research and product development in a collaborative fashion.

Water Business Minor

To solidify its water business education programs, UW-Whitewater's College of Business & Economics has created a Water Business Minor which bridges business training and the science behind water quality solutions.

TECHNOLOGY DEVELOPMENT

**National Science Foundation's Industry/University Collaborative Research Center**

One economic development effort to grow our water technology assets has been the National Science Foundation's Industry/University Collaborative Research

Center which links together the research between UW-Milwaukee, Marquette University and six businesses within the Milwaukee region.

International Large Water Services Club

Under the leadership of Le Syndicat des Eaux d'Ile-de-France, which provides drinking water to 144 municipalities around Paris, the Council has become a co-founder of an enterprise that will bring together six cities from around the world to share best water practices.

Great Lakes Water Coalition

A coalition of Great Lakes Universities: UW-Milwaukee, Marquette University, UW-Whitewater, University of Illinois, and Michigan State University have signed a memorandum of understanding with the National University of Singapore to develop a student exchange agreement.

Alliance for Water Stewardship

Milwaukee initiated its engagement as the North American hub for the Alliance for Water Stewardship's "Global Water Roundtable", which is a multi-year, multi-stakeholder effort to create consensus-based water stewardship standards.

SPECIAL EVENTS

**Singapore International Water Week**

The Water Council led a business mission and hosted a pavilion to showcase Milwaukee's global water technology cluster at Singapore's International Water Week conference in July.

Water Summit V

The Water Council's popular Water Summit expanded in 2011 to a two-day conference in September.

FEDERAL SUPPORT



Through the efforts of the Water Council, over \$3 Million in private and government grant monies has been awarded to area educational institutions and organizations for the development and coalescence of water-related education.

U.S. WATER PRIZE



On May 9, 2011 the Clean Water America Alliance awarded the U.S. Water Prize to the Milwaukee Water Council for its work in leveraging collaboration around advancing water technology.

CORPORATE MEMBERS

A. O. Smith Corporation
 Advanced Chemical Systems
 Advanced Waste Services, Inc.
 Alliance for Water Efficiency
 Alverno College
 Applied Spectrometry Associates, Inc.
 AquaMost, Inc.
 Aquarius Systems
 Ascedia
 Association of Equipment
 Manufacturers
 Aurora University
 Badger Meter
 Badger Meter Foundation
 Baker Manufacturing Company LLC
 Boelter + Lincoln
 Bright Blue Alliance
 CannedWater4Kids, Inc.
 Case New Holland
 Carroll University
 Carthage College
 City of Milwaukee, Department
 of City Development,
 Milwaukee Water Works
 City of Oak Creek
 Desert Research Institute
 David & Julia Uihlein Foundation
 Discovery World
 Diversey
 Felker Brothers Corporation
 First Supply
 Foley & Lardner, LLP
 Gannett Fleming, Inc.

Gathering Waters Conservancy
 George Williams College
 Golden Angels Investors
 GRAEF
 Grucon Group
 Helen Bader Foundation
 Hammel, Green and Abrahamson, Inc.
 IBM
 Inflection Point Services

Metropolitan Milwaukee
 Sewerage District
 MillerCoors
 Milwaukee Area Technical College
 Milwaukee Area Workforce
 Investment Board
 Milwaukee Public Museum
 Nelson Schmidt, Inc.
 North Shore Water Commission
 Northern Lake Service
 P&H Mining Equipment
 PaveDrain, LLC
 Pentair Residential Filtration
 Reinhart Boerner Van Deuren, s.c.
 Red Flint Sand & Gravel, LLC
 Richard & Ethel Herzfeld Foundation
 Rockwell Automation
 S-F Analytical Laboratories
 Siemens
 Sloan Valve Company
 The Nature Conservancy
 Total Water Treatment Systems
 University of Wisconsin-Whitewater
 UWM School of Freshwater Sciences
 UWM Research Foundation
 Veolia North America
 VISIT Milwaukee
 VJS Construction
 Vollrath Associates, Inc.
 Watertech of America
 Waukesha Water Utility
 Whyte Hirschboeck Dudek, s.c.
 WIPFli
 World Trade Center Wisconsin



CONTACT US

Milwaukee Water Council 710 N Plankinton Ave, Suite 340 Milwaukee, WI USA 53203

www.thewatercouncil.com  @thewatercouncil 1.414.291.2773

